

MEHSANG PRIVACY POLICY

Effective Date: [25/08/2026]

Last Updated: [11/09/2026]

This Privacy Policy explains how MEHSANG PRIVATE LIMITED, operating under the brand name MehSang ("MehSang", "we", "us", or "our"), collects, uses, stores, shares, protects, and otherwise processes personal information when customers use our website, mobile application, professional mehndi services, customer support channels, and related services (collectively, the "Services").

This Privacy Policy should be read together with MehSang's Terms & Conditions and other applicable customer policies.

By using MehSang's Services and providing personal information where required, you acknowledge the practices described in this Privacy Policy. Where applicable law requires consent for a particular processing activity, MehSang will seek such consent through an appropriate mechanism.

Scope of This Privacy Policy

This Privacy Policy applies to personal information processed in connection with:

- MehSang's website;
- MehSang mobile applications;
- customer accounts;
- professional mehndi service bookings;
- customer support;
- payments and refunds;
- uploaded designs and photographs;
- ratings and reviews;
- communications;
- promotions and referral programs;
- location-enabled features;
- AI-enabled features;
- complaint and grievance handling; and other related MehSang Services.

Information We May Collect

The information MehSang collects depends on the Services and features you use.

We may collect the following categories of information where relevant.

Identity Information This may include:

- name;
- account/profile information;
- service-recipient name; and
- other information reasonably required to identify the customer or fulfil a booking.

Contact Information This may include:

- mobile number;
- email address;
- service address;
- billing-related contact information; and
- other contact information provided by you.

2.3 Account and Authentication Information This may include:

- account identifiers;
- OTP verification records;
- authentication records;
- login information;

account activity;
authentication provider information where applicable; and
security-related records.

MehSang may support authentication methods such as mobile OTP, email, Google/Apple authentication, or other methods.

2.4 Booking Information

We may collect information relating to your booking, including:

event date;
event time; service address; service recipient; selected package; guest count; requested coverage; design preferences; additional guests;
additional services;
rescheduling information;
Artist/team assignment;
check-in information;
service-completion information; and
other information necessary to manage the booking.

2.5 Uploaded Designs and Images

Customers may provide or upload:

mehndi reference images;
design inspiration;
hand/feet photographs;
event photographs;
custom design requests; and
other images/content relevant to the Service.

2.6 Location Information

We may collect:
addresses manually entered by customers;
approximate location information;
device-derived location where permission has been provided; and
other location information reasonably necessary for location-enabled features.

2.7 Payment and Transaction Information

We may receive and retain information such as:

payment amount;
payment status;
transaction/reference number;
payment-method category;
invoice information;
refund information; and
other transaction records.

Payments may be processed by authorized third-party payment providers.

MehSang does not intend to store sensitive payment authentication credentials such as CVV or UPI PIN unless such processing is specifically required, lawful, and appropriately secured.

2.8 Customer Support and Communications We may process:

support chats;
WhatsApp communications;
emails;
complaint records;
grievance communications;

service-related messages;
call information; and
other communications between you and MehSang. 2.9 Ratings and Reviews We may collect:
service ratings;
Artist/team ratings;
written reviews;
feedback;
complaint-related feedback; and
other customer-submitted content.

2.10 Device and Technical Information

Where relevant, we may collect information such as:

IP address;
browser type;
device type; operating system; app version;
security logs; crash information; session information; platform activity; and similar technical information.

2.11 Cookies and Analytics Information

Where applicable, we may collect information through:

cookies;
SDKs;
pixels;
analytics technologies; session technologies; and
similar tools.

2.12 Promotional and Referral Information This may include:

referral codes;
influencer/promotion codes;
coupon usage;
promotional eligibility;
campaign interactions; and
reward-related information.

2.13 Complaint, Fraud and Security Information

Where necessary, we may process information relating to:

customer complaints;
Artist complaints;
disputed transactions;
suspected fraud;
account misuse;
safety incidents;
security incidents;
policy violations; and
legal disputes.

How We Collect Information

MehSang may collect information:

Directly From You

For example, when you:

create an account;
make a booking;
enter an address;
upload a design;
contact customer support;
submit a review;
request a refund;
participate in a promotion;
provide consent; or
otherwise interact with MehSang.

Automatically

Certain technical information may be collected automatically when you use our website/app through technologies such as cookies, SDKs, logs, and security systems.

From Service Professionals

Assigned Artists/teams may provide service-related information, such as:

arrival/check-in records;
additional guest information;
booking updates;
service-completion information;
service incident reports; and
complaint-related information.

From Service Providers

We may receive relevant information from authorized providers supporting functions such as:

payments; authentication; OTP/SMS; communications; analytics; fraud prevention; and other Platform functions.

How MehSang Uses Personal Information

We may process personal information for purposes reasonably connected with our Services, including:

creating and maintaining accounts;
verifying customers;
processing bookings;
assigning Artists/teams;
providing service addresses and instructions to assigned professionals;
managing additional guests/services;
processing payments;
processing refunds;
issuing invoices;
providing customer support;
communicating booking updates;
resolving complaints;
preventing fraud;
protecting customers and Artists;
maintaining Platform security;
enforcing applicable Terms and policies;
providing location-based features;
improving Platform functionality;

providing recommendations;
conducting appropriate analytics;
complying with legal requirements; and
establishing, exercising, or defending legal claims.

We seek to process information only for legitimate and disclosed purposes and in accordance with applicable law.

Location Information

Customers may manually enter the service address required for a booking.

Where a feature requires location functionality, MehSang may request permission to access device location.

Customers may deny or later revoke device-location permission through applicable device settings.

If location permission is denied or revoked:

certain location-dependent features may not work;
customers may need to manually enter the service address; and
unrelated Services should not automatically be affected.

MehSang does not claim a general right to continuously track customers merely because the app is installed.

Customer Photos, Designs and Uploaded Content

MehSang may store and process customer-uploaded designs, reference images, and other relevant content to:

fulfil bookings;
communicate design requirements to assigned professionals;
provide customer support;
investigate complaints;
conduct appropriate quality control; and
provide relevant Platform functionality.

Where necessary for service delivery, relevant uploaded content may be shared with the assigned Artist/team.

Marketing Use of Customer/Event Photos

Providing a photograph for service fulfilment does not automatically authorize MehSang to use an identifiable customer/event photograph for advertising or marketing.

Where required, MehSang will obtain separate appropriate consent before using identifiable customer/event photographs or videos for purposes such as:

social-media marketing;
advertisements; promotional campaigns; customer testimonials; public portfolios; or
similar marketing uses.

Refusing marketing consent will not prevent customers from receiving booked Services.

Device Permissions

Depending on the features used, the MehSang application may request permissions such as:

camera;
photos/gallery;
location;
notifications; and
other relevant device permissions.

MehSang will seek to request only permissions reasonably relevant to the functionality being used.

Customers may allow, deny, or later revoke applicable permissions through device settings.

Some features may become unavailable when the required permission is denied.

For example, denying photo/gallery permission may prevent direct uploads from the device gallery.

Payment Information

Payments may be processed using authorized third-party payment providers.

MehSang may receive and retain transaction information necessary to manage bookings, accounting, refunds, disputes, and legal obligations.

This may include:

amount;

transaction/reference ID;

payment status;

payment-method category;

refund status; and

invoice information.

Sensitive authentication credentials handled directly by a payment provider remain subject to that provider's systems and applicable requirements.

Sharing Information With Assigned Artists/Teams

MehSang may share customer information with assigned Service Professionals where reasonably necessary to fulfil a booking.

This may include:

customer/service-recipient name;

service location;

date/time;

package/service information;

relevant design uploads;

guest information; and

necessary contact information.

Artists/teams are not authorized to use customer information for unrelated purposes, including:

unauthorized direct solicitation;

independent marketing;

personal use unrelated to the booking;

unauthorized customer bypass; or

improper disclosure to other persons.

Sharing Information With Service Providers

MehSang may use third-party providers for functions such as:

payment processing;

OTP/SMS;

WhatsApp/communications;

email;

cloud hosting;

analytics;

maps/location;

authentication;

customer support; fraud prevention; cybersecurity; and other technology or operational functions.

MehSang may provide such providers with information reasonably necessary to perform their services.

Where applicable, MehSang will seek appropriate contractual, confidentiality, privacy, and security safeguards.

Sale of Personal Data

MehSang does not sell customer personal data to unrelated third-party data brokers for their independent commercial use.

Sharing personal information with assigned Artists, payment processors, cloud providers, communication providers, analytics providers, or other service providers for legitimate disclosed operational purposes is not treated as a sale merely because a third-party provider processes the information.

Cookies and Similar Technologies

MehSang may use cookies and similar technologies for purposes such as:

account sessions;
authentication;
security;
fraud prevention;
preferences;
Platform functionality;
performance;
analytics;
conversion measurement; and
marketing where applicable.

Technologies strictly necessary for core Platform operation and security may operate as required for the Service.

Where required by applicable law, customers will be provided with appropriate consent/preferences for non-essential cookies or tracking technologies.

Customers may be able to change applicable preferences later.

Marketing Communications

Where permitted and consistent with applicable consent/preferences, MehSang may send communications regarding:

offers;
discounts;
new Services;
bridal packages;
festival promotions;
referral programs;
campaigns; and
similar marketing information.

Customers may opt out of applicable promotional communications.

Opting out of marketing does not prevent MehSang from sending necessary transactional/service communications, including:

OTPs;
booking confirmations;
payment information;
Artist arrival information;

service updates;
rescheduling notices;
security notices; and
support communications.

Customer Support Communications and Call Recording MehSang may retain communications exchanged through:

customer support;
email;
WhatsApp;
chat;
telephone; or
other communication channels
where reasonably necessary for:
service delivery;
support;
dispute resolution;
safety;
quality assurance;
training where appropriate; and
legal/compliance purposes.

Calls may be recorded where permitted by applicable law and with appropriate notice or consent where required.

Access to support records should be appropriately restricted.

Records should be retained only for as long as reasonably necessary for the relevant purpose or legal requirement.

Reviews and Public Content

Where customers intentionally submit reviews, ratings, testimonials, or other content for public display, MehSang may display the information reasonably intended for publication. MehSang should avoid publicly displaying unnecessary personal information such as:

phone numbers;
email addresses;
full residential/service addresses;
payment information; or
other private account information.

Public content may be moderated in accordance with MehSang's Terms & Conditions.

MehSang may retain necessary internal records for legitimate purposes even if public content is later removed.

AI and Automated Systems

MehSang may use AI-enabled or automated systems for features such as:

mehndi design analysis;
price estimation;
design recommendations;
visual search;
customer support;
service recommendations;
matching;

fraud detection; quality improvement; and

Platform optimization.

Relevant customer/service information may be processed through such systems where reasonably necessary to provide or improve disclosed MehSang features.

MehSang will seek to avoid unnecessary use of identifiable or sensitive information.

AI and automated processing remain subject to this Privacy Policy and applicable law.

Where an automated decision could have a significant effect on a customer, MehSang may provide appropriate safeguards or human review where required by applicable law or reasonably appropriate.

AI Model Development and Training

Where permitted by law, MehSang may use anonymized, de-identified, or aggregated information to:

develop;

test;

evaluate;

improve; or

train its AI and automated systems.

Where reasonably possible, information should be de-identified before being used for model development.

Identifiable customer/event photographs or other personal information should not be used for AI training beyond what is necessary to provide a requested feature unless MehSang has an appropriate legal basis or obtains consent where required.

Fraud, Safety, Security and Legal Protection

MehSang may process relevant personal information where reasonably necessary and legally permitted to:

prevent fraud;

investigate payment abuse;

detect account misuse;

investigate safety incidents;

protect customers;

protect Artists;

maintain Platform security;

enforce Terms and policies;

investigate circumvention;

establish legal claims; exercise legal rights; or

defend legal claims.

Such processing or disclosure should be limited to information reasonably relevant to the applicable purpose.

Legal and Government Disclosures

MehSang may disclose personal information where required or permitted by applicable law or valid legal process, including lawful requests from:

courts;

law-enforcement agencies;

regulators;

tax authorities;

government agencies; or

other competent authorities.

Where appropriate, disclosure should be limited to information reasonably relevant or necessary to comply with the lawful request.

Children's Personal Data

MehSang does not knowingly permit persons below the applicable age for independent contracting to create customer accounts or independently make bookings where not legally permitted.

Where an adult legitimately books a Service involving a minor, MehSang may process information reasonably necessary to provide that Service.

MehSang will seek to avoid collecting more information about minors than reasonably necessary.

Where applicable law requires verifiable parental consent, guardian authorization, or other safeguards for processing children's personal data, MehSang will apply the relevant requirements.

Data Retention

MehSang retains personal information only for as long as reasonably necessary for the purposes for which it was collected or for other lawful requirements.

Relevant purposes may include:

- service delivery;
- account management;
- customer support;
- dispute resolution;
- fraud prevention;
- security;
- accounting;
- taxation;
- contractual enforcement;
- legal claims; and
- regulatory/legal obligations.

Different categories of information may therefore have different retention periods.

When information is no longer reasonably required, MehSang may delete, anonymize, deidentify, or otherwise handle it according to applicable law and internal retention requirements.

Account and Personal Data Deletion

Customers may request deletion of their MehSang account and eligible personal information.

Before processing a sensitive deletion request, MehSang may reasonably verify the requester's identity or account ownership. Where appropriate, MehSang may:

- delete eligible information;
- anonymize/de-identify eligible information; or
- restrict further use.

Certain information may need to be retained where reasonably necessary or legally required, including information relating to:

- transactions;
- invoices;
- taxation;
- unresolved disputes;
- fraud;
- security incidents;
- legal claims;

regulatory obligations; or
enforcement of applicable agreements.

Account deletion therefore does not necessarily result in immediate deletion of every record associated with a customer.

Access and Correction

Where applicable, customers may update certain account information directly through the Platform.

Customers may also request access to or correction of eligible personal information through MehSang's designated support/privacy channels.

MehSang may reasonably verify identity before responding to such requests.

MehSang may retain appropriate historical information where necessary for:

transaction records;

fraud prevention;

dispute resolution;

security; or

legal compliance.

Correcting current account information does not necessarily require alteration of legitimate historical transaction records.

Withdrawal of Consent

Where MehSang relies on customer consent for a particular processing activity, customers may withdraw that consent for applicable future processing.

Withdrawal does not automatically invalidate processing that was lawfully carried out before consent was withdrawn.

Examples may include withdrawal of:

optional marketing consent;

marketing photo/video consent;

certain device permissions; or

other optional consent-based processing.

Where personal information or permission is genuinely necessary to provide a requested feature, withdrawing the relevant consent/permission may mean that the specific feature can no longer be provided.

Unrelated Services should not automatically be affected.

Data Security

MehSang will seek to implement reasonable technical and organizational safeguards appropriate to:

the nature of the information;

risks associated with processing;

the systems being used; and

applicable legal requirements.

Depending on the system, measures may include:

authentication controls;

access restrictions;

secure transmission/storage practices;

monitoring;

security logging;

restricted staff access;

backups;

service-provider safeguards; and

other reasonable security measures.

No internet-based or digital system can be guaranteed to be completely secure.

This statement does not reduce any security obligations imposed on MehSang by applicable law.

Personal Data Breaches and Security Incidents

If MehSang becomes aware of a personal-data security incident, it may take appropriate steps to:

- investigate the incident;
- contain the incident;
- mitigate harm;
- remediate vulnerabilities;
- restrict compromised access;
- reset affected credentials;
- implement security updates; and
- take other appropriate protective measures.

Where required by applicable law, MehSang will make required notifications to affected individuals and/or competent authorities.

International / Cross-Border Processing

MehSang may use technology or service providers that process or store information in India or other jurisdictions permitted under applicable law.

Where cross-border processing occurs, MehSang will seek to comply with applicable Indian data-protection requirements and use appropriate contractual, privacy, and security safeguards where applicable.

Business Transfers

If MehSang undergoes or considers a legitimate:

- merger;
- acquisition;
- investment transaction;
- corporate restructuring;
- sale of business/assets;
- transfer to an affiliate; or

similar corporate transaction, relevant personal information may be disclosed or transferred as part of that process, subject to applicable law.

Any receiving organization should handle transferred personal information consistently with applicable privacy and data-protection obligations.

Customer Responsibilities Customers should:

- provide accurate information;
- protect account credentials;
- not share OTPs improperly;
- avoid uploading unlawful content;
- avoid submitting another person's personal information without appropriate authority;
- keep relevant account/contact information updated; and
- notify MehSang if they reasonably suspect unauthorized account access or misuse.

Where a customer provides personal information relating to another person, including a service recipient, the customer should have appropriate authority to provide that information.

Privacy Rights and Requests

Depending on applicable law and circumstances, customers may have rights relating to their personal information, which may include rights to:

access eligible information;

request correction;

request deletion/erasure where applicable;

withdraw consent where processing is consent-based;

raise grievances;

manage applicable communication preferences; and

exercise other rights available under applicable data-protection law.

Some rights may be subject to lawful exceptions, identity verification, or retention obligations.

Privacy Complaints and Grievances

Customers who believe their personal information has been handled improperly or who wish to exercise an applicable privacy right may contact MehSang.

Privacy / Grievance Contact:

[PRIVACY / GRIEVANCE CONTACT NAME OR DESIGNATION]

Email:

[PRIVACY / GRIEVANCE EMAIL]

Phone:

[CONTACT NUMBER, IF APPLICABLE]

Address:

[REGISTERED / GRIEVANCE ADDRESS]

MehSang will handle privacy grievances in accordance with applicable law and its grievance procedures.

Where applicable, customers may also pursue remedies available through competent dataprotection, consumer, judicial, or regulatory authorities.

Changes to This Privacy Policy

MehSang may update this Privacy Policy from time to time to reflect:

changes to Services;

new Platform features;

operational changes;

technology changes;

legal/regulatory requirements; or

changes to data-processing practices.

The revised Privacy Policy will display an updated effective/last-updated date.

Where changes are material, MehSang may provide reasonable notice through:

the website;

app;

email;

SMS;

in-app notification; or

another appropriate communication channel where required or appropriate.

Where applicable law requires new consent for a new processing purpose, MehSang will seek such consent rather than relying solely on publication of an updated Privacy Policy.

Contact MehSang

For general privacy questions or requests:

MehSang / [LEGAL ENTITY NAME]

Registered Office:

[REGISTERED OFFICE ADDRESS]

Customer Support Email: [SUPPORT EMAIL]

Customer Support Number: [SUPPORT PHONE]

Privacy / Grievance Email: [PRIVACY / GRIEVANCE EMAIL]

Website:

[OFFICIAL WEBSITE]

35. Related MehSang Policies

This Privacy Policy should be read together with:

Customer Terms & Conditions / Terms of Service

Cancellation, Rescheduling & Refund Policy

Payment & Pricing Policy

Service & Booking Policy

Grievance, Complaint & Support Policy

Where applicable, these documents collectively govern the customer's relationship with MehSang.

END OF PRIVACY POLICY