

DEKHO

Live Commerce Marketplace

COMMUNITY GUIDELINES

Document 6 of 7 | Version 1.1 | Effective: 1 April 2026

These guidelines apply to everyone on the Dekho platform — buyers, sellers, and visitors.

They apply during live sessions, in chat, in comments, and in all other interactions on the platform.

For questions or to report a violation: support@dekho.shop

Grievance Officer: Tanmay Mehta | Mon–Sat 10:00 AM to 6:00 PM IST

1. What Dekho Is

Dekho is a live commerce marketplace where verified sellers demonstrate and sell physical products in real time. Buyers participate by watching live sessions and submitting price offers. Dekho is a commercial platform and a community. Both matter.

These Community Guidelines exist to make Dekho a place where real commerce can happen honestly — where sellers can sell with confidence, buyers can purchase with trust, and live sessions are genuinely useful. The guidelines are not about being restrictive. They are about making the platform work for everyone.

These Guidelines are Document 6 of Dekho's seven-document policy framework and must be read alongside the Buyer Terms of Use (Document 1) and the Seller Terms and Conditions (Document 5). In case of conflict, those documents prevail.

2. Everyone on Dekho — Basic Standards

Whether you are a buyer, seller, or just watching a session — these basic standards apply to you at all times on the Dekho platform.

The Basic Standard

Be honest. Be respectful. Act in good faith.

If what you are doing would harm someone else on the platform — a buyer, a seller, another user, or Dekho — do not do it.
Dekho is a commercial marketplace. Everyone here is trying to do something — buy, sell, or discover products. Do not make that harder for others.

2.1 Be Honest

Do not misrepresent yourself, your products, your intentions, or your identity. Honesty is the foundation of commerce. Every fake review, misleading claim, or false identity damages the entire platform.

2.2 Be Respectful

Treat every person on the platform the way you would want to be treated in a professional commercial setting. Sellers and buyers are both participants in a commercial community. Neither has the right to be rude, abusive, or threatening to the other.

2.3 Act in Good Faith

If you submit a price offer, mean it. If you list a product, intend to sell it. If you raise a complaint, have a genuine reason. Do not use the platform's mechanisms — price offers, reviews, return requests, or reports — for any purpose other than what they are designed for.

3. Live Session Conduct

Live sessions are Dekho's primary feature. The conduct standards here apply to all participants during any live session — including sellers hosting sessions, buyers watching and participating, and anyone in the session chat.

3.1 In the Session Chat

The live session chat is for genuine engagement with the session. Use it to ask product questions, interact with the seller, or share your interest in the product.

The following are not permitted in session chat:

- Abusive, threatening, offensive, discriminatory, or sexually explicit messages
- Spam — the same or very similar messages sent repeatedly
- Advertising or promoting other platforms, websites, or products not related to the session
- Sharing personal contact information (phone numbers, emails, social handles) to conduct off-platform transactions
- Impersonating another user, seller, or Dekho representative
- Sharing links to external websites
- Making false or misleading claims about products
- Content that violates the Community Guidelines, Dekho's policies, or Indian law

3.2 Price Offers

Every price offer you submit is a binding commitment to purchase the product at that price if your offer is confirmed as the highest at session close. Do not submit price offers unless you genuinely intend to buy and have the funds to pay. Submitting price offers without intent to purchase is a violation of these Guidelines and the Buyer Terms of Use (Document 1) and may result in permanent suspension.

3.3 Session Recordings

Every live session is recorded in full by Dekho. By joining a session you consent to this recording. Do not attempt to record, screenshot, download, or redistribute session content without Dekho's written permission. Session recordings are Dekho's property and are used for dispute resolution, moderation, and platform improvement.

3.4 For Sellers Hosting Sessions

Sellers must conduct sessions professionally and honestly. During a session:

- Show the actual product you are selling — not a similar or better item
- Disclose all material facts — condition, defects, size, origin, and whether the item is new or pre-owned
- Do not make false or unverifiable claims about authenticity, value, rarity, or certification
- Do not create artificial urgency through false scarcity or fake engagement
- Do not use shell participants to submit fake price offers — this is fraud under the Bharatiya Nyaya Sanhita, 2023
- Do not conduct giveaways, lotteries, or games of chance during sessions
- Respond honestly to buyer questions in the chat

4. What Is Not Allowed

The following are prohibited on the Dekho platform. This list applies to all users — buyers, sellers, and all others.

4.1 Fraudulent Activity

- Creating multiple accounts to gain any advantage — on sessions, promotions, or reviews
- Using another person's identity, documents, or payment method without their consent
- Submitting false return or refund claims — claiming damage, misrepresentation, or non-delivery that did not occur
- Manipulating session outcomes through shell participation, collusion, or automated tools
- Conducting off-platform transactions with Dekho users to avoid platform fees

4.2 Harmful and Illegal Content

- Any content that is obscene, sexually explicit, or pornographic
- Content that promotes violence, self-harm, or harm to others
- Hate speech — content that attacks people on the basis of religion, caste, race, gender, sexual orientation, disability, or national origin
- Content that promotes illegal activity or violates Indian law
- Child sexual abuse material — reported to authorities immediately

- Content that threatens, stalks, or harasses any individual

4.3 Prohibited Products

You may not list, sell, offer, or facilitate the sale of any product in the Prohibited Products Policy (Document 7) at dekho.shop/prohibited. The main categories are:

- Narcotics, controlled substances, or illegal drugs
- Weapons, firearms, ammunition, or explosives
- Counterfeit, fake, or pirated goods of any kind
- Stolen property
- Wildlife products, ivory, or items derived from protected species
- Adult content, sexually explicit material, or items associated with the same
- Any item prohibited under Indian law

4.4 Intellectual Property Violations

- Selling counterfeit or fake branded goods — shoes, bags, electronics, or any other product with a false brand
- Using another person's trademark, brand name, logo, or copyrighted material without permission
- Reproducing, distributing, or sharing Dekho's platform content, session recordings, or brand materials without permission

4.5 Platform Interference

- Attempting to hack, disrupt, or interfere with the Dekho platform or any of its systems
- Using bots, scripts, or automated tools to interact with the platform in any way
- Scraping, extracting, or copying platform data, session data, or pricing information
- Attempting to reverse-engineer any part of Dekho's software, except as permitted by law

5. Content You Post

This covers any content you create or share on Dekho — chat messages, comments, product descriptions, images, videos, or anything else you contribute to the platform.

5.1 Your Content Must Be

- Honest and accurate — do not post information you know to be false
- Legal — do not post content that violates Indian law or third-party rights
- Respectful — do not post content intended to harm, embarrass, or intimidate another person
- Relevant — keep content related to the commercial purpose of the platform

5.2 Seller Content in Listings and Sessions

All product descriptions, images, videos, and live session demonstrations must accurately represent the product. Sellers are prohibited from:

- Using images of a product that is better condition than the one being sold
- Making claims about authenticity, certification, or origin that cannot be verified

- Advertising products not intended for sale in India without appropriate disclosure
- Using misleading before-and-after comparisons or health, fitness, or efficacy claims without evidence

5.3 Influencer and Affiliate Disclosures

Sellers and hosts who receive payment or products in exchange for promotion must clearly disclose the commercial relationship at the start of any session and in any related content, in compliance with the ASCI Guidelines for Influencer Advertising in India (2021). Use tags such as #Ad, #Sponsored, or #Collaboration where applicable.

6. How Dekho Moderates

Dekho moderates the platform to keep it safe, fair, and functional. Here is how that works.

6.1 What Dekho Monitors

Dekho uses a combination of automated tools and human review to monitor:

- Live session content — chat messages, seller conduct, and product representation
- Price offer patterns — to identify unusual activity or manipulation
- Return and refund claims — to identify misuse
- Account activity — to identify multiple accounts or fraudulent behaviour
- Reported content — any content reported by users through the platform or by email

6.2 What Dekho Can Do

If Dekho determines that a user has violated these Guidelines or any Dekho policy, Dekho may take any or all of the following actions:

- Remove the content that violates the Guidelines
- Issue a formal warning to the account
- Temporarily restrict or suspend specific features — for example removing the ability to use session chat
- Temporarily suspend the account
- Permanently terminate the account
- Cancel pending orders and price offers
- Withhold promotional credits or wallet benefits
- Report the conduct to law enforcement authorities
- Initiate legal proceedings to recover losses

6.3 Urgent Content — 24 Hours

Certain categories of content will be removed within 24 hours of Dekho becoming aware of them: child sexual abuse material, non-consensual intimate imagery, content that impersonates a real person with intent to deceive, and any content that poses an immediate threat to safety. These are removed as a priority without waiting for investigation.

6.4 Dekho's Decisions Are Final

Dekho's moderation decisions are final for the purposes of platform operation. Users who believe a decision was made in error may raise a complaint with the Grievance Officer at support@dekho.shop. The Grievance Officer will investigate and provide a response within 15 working days. Broader disputes are subject to the dispute resolution process in the Buyer Terms of Use (Document 1, Section 10) or the Seller Terms and Conditions (Document 5, Section 13).

7. How to Report a Violation

If you see behaviour, content, or a product that violates these Guidelines, you can report it by:

- Using the in-app report feature on any session, listing, or user profile
- Emailing support@dekho.shop with a description of the issue, a link or screenshot if available, and your contact details

Dekho will investigate all reports. Reports are treated confidentially. Making a false report with the intent to harm another user is itself a violation of these Guidelines and may result in action against the reporting account.

8. Legal Framework

These Community Guidelines operate within India's legal framework. Key laws that apply to conduct on the Dekho platform include:

- Information Technology Act, 2000 and IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 — platform compliance and content removal obligations
- Bharatiya Nyaya Sanhita, 2023 — criminal offences including fraud, impersonation, and harassment
- Consumer Protection Act, 2019 — unfair trade practices and buyer protection
- Trade Marks Act, 1999 and Copyright Act, 1957 — intellectual property
- Competition Act, 2002 — anti-competitive conduct
- ASCI Guidelines for Influencer Advertising, 2021 — disclosure obligations

Violations of these Guidelines may also constitute violations of the laws above. Dekho reserves the right to report illegal conduct to the relevant authorities without prior notice to the user.

These Guidelines are governed by the laws of India. All disputes are subject to the dispute resolution process in the Buyer Terms of Use (Document 1, Section 10). The courts at Indore, Madhya Pradesh have exclusive jurisdiction.

9. Changes to These Guidelines

Dekho may update these Guidelines at any time. Changes take effect upon posting at dekho.shop/community. Continued use of the platform after any update means you accept the

revised Guidelines. Material changes will be communicated through the platform or registered email.

Quick Reference — What Is and Is Not Allowed

Action	Status
Honest product descriptions	Required — always
Disclosing product condition and defects	Required — always
Disclosing new vs pre-owned or resale items	Required — always for sellers
Influencer and affiliate disclosures	Required — always where commercial relationship exists
Genuine price offers with intent to buy	Required — price offers are binding
Respectful conduct in chat	Required — abusive conduct results in removal
Recording live sessions	Not permitted without Dekho's written consent
Selling counterfeit goods	Prohibited — immediate suspension and legal action
Shill price offers or fake engagement	Prohibited — fraud under BNS 2023
Multiple accounts	Prohibited — one account per person
Off-platform transactions with Dekho users	Prohibited — account suspension
Hate speech or abusive content	Prohibited — immediate removal
Prohibited products	Prohibited — see dekho.shop/prohibited
Automated tools or bots	Prohibited — IT Act 2000 offence
Sharing personal contact info in chat	Prohibited
Advertising other platforms in sessions	Prohibited
False return or refund claims	Prohibited — fraudulent misuse, account suspension