

DEKHO

Live Commerce Marketplace

PRIVACY POLICY

Document 4 of 7 | Version 1.1 | Effective: 1 April 2026

Who is responsible for your data?

KT Live Commerce Pvt. Ltd. (Dekho) | CIN: U47912MP2025PTC078990

60, New Dewas Road, Indore, Madhya Pradesh — 452001

For all privacy questions, data requests, and complaints:

Contact: Tanmay Mehta | support@dekho.shop | Mon–Sat 10:00 AM to 6:00 PM IST

1. Who We Are and What This Policy Covers

Dekho is a live commerce marketplace operated by KT Live Commerce Pvt. Ltd. This Privacy Policy explains what personal information Dekho collects from buyers, how it is used, who it is shared with, and what rights you have over your data.

This Policy is available at dekho.shop/privacy without requiring any login. It is governed by the Digital Personal Data Protection Act, 2023, the Information Technology Act, 2000, the IT (Reasonable Security Practices) Rules, 2011, and the IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

Your consent to data collection is separate from your acceptance of the Buyer Terms of Use. At registration, Dekho collects two separate consents — one for essential platform operations (required) and one for marketing content use such as reels and social media posts (optional). You can withdraw either consent at any time by writing to support@dekho.shop.

2. What We Collect and Why

2.1 Information You Give Us

What	Why We Collect It
Name and contact details	Your name, mobile number, and email — collected at registration. Used to manage your account and communicate with you about orders, returns, and platform updates.
Delivery address	Collected at registration or checkout. Used to deliver products you buy.
KYC documents	PAN card, Voter ID, Passport, or Driving Licence. Required before any purchase. Used for identity verification as required by our payment partners. Aadhaar is not accepted — Dekho is not authorised to collect it under the Aadhaar Act, 2016.
Support communications	Messages you send to our support team or Grievance Officer. Kept as a record of your interactions with us.

2.2 Information We Collect Automatically

What	Why We Collect It
Device and app data	Device type, operating system, app version, IP address. Used for security, fraud prevention, and making the app work correctly on your device.
Usage data	Sessions joined, price offers submitted, app screens viewed, timestamps. Used for platform improvement, fraud detection, and dispute resolution.
Location from IP address	Approximate location from your IP address only — not GPS. Used for delivery address suggestion and fraud prevention. Not used for advertising.
Session engagement data	Your username, chat messages, and price offer activity during live sessions — captured as part of session recordings. Used for dispute resolution, moderation, compliance, and where you have consented, for marketing content such as reels and social media posts.
Transaction records	All purchases, price offers, payment references, refund and return history. Kept for legal, tax, and compliance purposes.

2.3 What We Do Not Collect

- Aadhaar numbers
- Your card number, CVV, or UPI PIN — these go directly to our payment aggregator, never to Dekho
- Biometric data
- GPS or precise device location
- Personal data of anyone below 18 without verified parental consent

3. How We Use Your Data

We use your data for the following purposes:

- Running your account — registration, OTP verification, KYC, and keeping your account secure
- Processing purchases — session participation, payment facilitation, order confirmation, and refund or return management
- Delivering orders — sharing your name, address, and contact number with our logistics partners
- Fraud prevention — monitoring transactions and platform activity for suspicious patterns
- Disputes and compliance — using session recordings and transaction records to resolve disputes and comply with Indian law
- Legal obligations — retaining records as required under GST Act 2017, Prevention of Money Laundering Act 2002, and other applicable laws
- Platform improvement — analysing anonymised and aggregated usage data to improve features
- Marketing communications — sending promotional emails, SMS, or push notifications, but only if you have separately opted in. You can withdraw this at any time.
- Marketing content — using session clips, reels, and highlights for social media and promotional posts, but only if you opted in to marketing content use at registration. See Section 6.

4. Who We Share Your Data With

Dekho does not sell your personal data. We share it only as follows:

Who	What and Why
Verified sellers	Your delivery address and order details — to dispatch your purchase. Sellers do not receive your payment details or KYC documents.
Logistics partners	Your name, address, and mobile number — to deliver your order and handle returns. They are contractually prohibited from using your data for any other purpose.
Payment aggregator	Your name and transaction reference — to process payments and refunds. The aggregator is PCI-DSS certified and has its own privacy policy.
KYC partners	Identity documents — shared with third-party KYC verification services only if used, under strict confidentiality agreements.
Law enforcement / regulators	When required by law, court order, or regulatory direction. Or where Dekho believes disclosure is necessary to prevent fraud or protect its legal rights.
Analytics providers	Anonymised and aggregated data only — no personal data is shared with analytics vendors.
Social media platforms	When Dekho posts reels or clips on Instagram, YouTube, or other platforms, those platforms collect their own engagement data from viewers under their own privacy policies. Dekho does not share your personal data with these platforms for targeting or profiling. Posting

Who	What and Why
	session content featuring you is Dekho's own marketing activity using data you have consented to — not a data transfer to the platform.

5. How Long We Keep Your Data

Data	How Long
Account data	As long as your account is active. Deleted or anonymised when you close your account, subject to legal retention requirements.
Transaction and order records	8 years — required for GST compliance under the GST Act, 2017.
KYC documents	5 years from your last transaction — required under the Prevention of Money Laundering Act, 2002.
Session recordings — compliance	Minimum 180 days. Longer if relevant to an active dispute or legal matter.
Session recordings — marketing	No fixed limit while the recording is in active use as marketing content.
Payment records	8 years — financial audit and regulatory compliance.
Marketing consent records	Kept for as long as needed to demonstrate we had valid consent when any content was published.
Log and usage data	90 days in identifiable form, then anonymised for analytics.

6. Live Sessions and Marketing Content

6.1 Every Session Is Recorded

All live sessions are recorded in full — including seller video, products shown, chat messages, and visible participant interactions including usernames and price offer activity. By joining any session you consent to this recording. This is part of your essential consent and cannot be withdrawn without leaving the platform. Recordings are used for dispute resolution, moderation, compliance, and legal proceedings.

6.2 Using Sessions for Marketing — Reels and Social Media

6.2.1 Dekho creates promotional content from live sessions — including reels, short video clips, and social media posts — for distribution on platforms including Instagram, YouTube, and others.

6.2.2 If session content may show your username or interactions, Dekho relies on the separate marketing content consent you gave at registration. This consent is optional — you can join sessions and make purchases without it.

6.2.3 If you opted IN at registration: Dekho may feature your visible username and session interactions in promotional content.

6.2.4 If you opted OUT at registration: Dekho may still use general session footage for marketing but will not include identifiable references to your username, chat messages, or specific activity.

6.2.5 You can withdraw your marketing content consent at any time by writing to support@dekho.shop. Once withdrawn, Dekho will not create new content featuring your identifiable information. However, content already published on social media before your withdrawal cannot be taken down from those platforms — what is posted is posted. Your withdrawal applies to future content only.

6.2.6 Session outcome data that does not identify any individual buyer — such as price achieved and product category — may be used in marketing without consent.

7. Security and Data Breach

Dekho uses commercially reasonable security measures including data encryption in transit, access controls on all personal data, PCI-DSS certified payment processing (card data never enters Dekho's systems), and access-controlled storage for session recordings.

No internet system is completely secure. Dekho is not liable for breaches caused by circumstances outside its reasonable control.

If a data breach occurs that is likely to cause harm, Dekho will notify affected buyers and the Data Protection Board of India without undue delay and in accordance with the Digital Personal Data Protection Act, 2023. If you believe your account has been compromised, contact support@dekho.shop immediately.

8. Your Rights

Under the Digital Personal Data Protection Act, 2023, you have the following rights. To exercise any of them, write to support@dekho.shop with the subject line: Data Rights Request — [your name] — [type of request].

Right	What It Means
Right to access	Request a summary of the personal data Dekho holds about you.
Right to correction	Ask Dekho to correct inaccurate or incomplete data.
Right to erasure	Ask Dekho to delete your data where there is no lawful reason to keep it. Data required to be retained under Indian law — such as transaction records — cannot be deleted before the legal retention period ends.
Right to withdraw consent	Withdraw any specific data processing consent at any time. Withdrawal applies from when Dekho processes your request — it does not undo processing already done.
Right to complain	Raise a complaint with Dekho's Grievance Officer. If unresolved, approach the Data Protection Board of India once constituted.

Right	What It Means
Right to nominate	Under the DPDP Act, you may nominate someone to exercise your rights in the event of your death or incapacity. Contact us to register a nominee.

Dekho will acknowledge rights requests within 48 hours and complete them within a reasonable time. Requests that cannot be fulfilled due to legal retention requirements will be explained in writing.

9. Children

Dekho is for users 18 years and above. Dekho does not knowingly collect personal data from anyone below 18 without verified parental consent under Section 9 of the DPDP Act, 2023. Users below 18 may only use the platform through a parent's or guardian's registered account with their full knowledge. If you believe a child has registered without consent, contact support@dekho.shop and we will investigate and delete the account promptly.

10. Cookies and App Tracking

The Dekho app uses session tokens to keep you logged in — these are essential and cannot be disabled. We also use analytics tools to collect anonymised usage data to improve the platform, and crash reporting tools to identify technical errors. No personally identifiable data is shared with analytics providers.

If you have consented to marketing, we may use marketing pixels to measure the reach of our campaigns. You can opt out of marketing at any time by writing to support@dekho.shop.

11. Cross-Border Data Transfers

Dekho's primary infrastructure is in India. Where data is processed using services with servers outside India — such as cloud providers — Dekho ensures such transfers comply with the Digital Personal Data Protection Act, 2023 and any rules notified under it. Dekho will not transfer personal data internationally in a manner that reduces the protections available under Indian law.

12. Grievance Redressal and Contact

Grievance Officer — Tanmay Mehta | KT Live Commerce Pvt. Ltd. (Dekho)
60, New Dewas Road, Indore, Madhya Pradesh — 452001, India

Email: support@dekho.shop | Mon–Sat 10:00 AM to 6:00 PM IST
 Acknowledgement: Within 48 hours | Resolution: Within 15 working days
 Appointed under Rule 3(2) of the IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021

If you are not satisfied with Dekho's response to a privacy complaint, you may approach the Data Protection Board of India once constituted under the DPDP Act, 2023, or the Consumer Disputes Redressal Commission for complaints related to service deficiency. National Consumer Helpline: 1800-11-4000.

13. Changes to This Policy

Dekho may update this Policy at any time. If a change materially affects how your data is used, Dekho will notify you by email before the change takes effect. All other changes take effect upon posting at dekho.shop/privacy. Continuing to use the platform after any change means you accept it.

This Policy is governed by the laws of India. 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 for non-arbitration proceedings.

Schedule A — Quick Reference

Topic	Detail
Policy URL	dekho.shop/privacy — no login required
Who manages your data	KT Live Commerce Pvt. Ltd. (Dekho)
Contact for all data queries	Tanmay Mehta — support@dekho.shop
Two consents at registration	1. Essential (required) 2. Marketing content (optional — reels, social media)
Data collected	Name, mobile, email, address, KYC docs, transaction records, device data, IP-based location, session data
Data NOT collected	Aadhaar, card numbers, CVV, UPI PIN, GPS location, biometric data
Data never sold	Dekho does not sell your data or share it for advertising targeting
Transaction records kept	8 years — GST law
KYC records kept	5 years — anti-money laundering law

Topic	Detail
Session recordings — compliance	Minimum 180 days
Session recordings — marketing	No fixed limit while in active use
Marketing reels — opt-in at registration	Opt-in → may appear in reels Opt-out → no identifiable content in reels
Withdrawing marketing content consent	Allowed any time — future content only. Already-published content stays live.
Your rights	Access, correct, erase, withdraw consent — write to support@dekho.shop
Data breach	Notified without undue delay per DPDP Act 2023
Children	18+ only — parental consent required for under 18
Consumer Helpline	1800-11-4000 www.consumerhelpline.gov.in
Governing law	DPDP Act 2023 IT Act 2000 IT Rules 2011 and 2021
Jurisdiction	Courts at Indore, Madhya Pradesh