Grievance Redressal Policy

Yup For It · for people who use the app, the web app, the website or the partner portal · version 0.5.0 · dated 17 November 2026 · DRAFT for review by a lawyer before use.

How to complain about Yup, from any country, and how fast we answer. It is free, and you will never be treated worse for complaining. Anything in square brackets is still to be decided.

1. Our Grievance Officer

Contact	Details
Name and role	[grievance officer name], Grievance Officer, also our nodal contact under the Consumer Protection (E-Commerce) Rules, 2020 and for orders from authorities, and our contact for data protection questions in every country
E-mail	support@yupforit.com
Phone	+91 99982 41859
Post	Conmate E-Commerce Private Limited, 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India
Representative in the European Union	[EU representative]
Representative in the United Kingdom	[UK representative]
In the app	YOU, then Help & Support, then Report a problem

Yup is not an emergency service. If you or someone else is in danger, call your local emergency number first (112 in India and across Europe, 911 in the United States and Canada, 999 in the United Kingdom, 000 in Australia). To report a person or a message, use Report in the app: it reaches our team at once, with what was reported.

2. The laws, and one place to complain

You do not need to know which law applies: write to the Grievance Officer and we route it.

Law	What it covers	We acknowledge	We resolve	If you are not satisfied
Information Technology (Intermediary Guidelines and Digital	Content, other people's behaviour, the	Within 24 hours	Within 15 days. A request to remove content that breaks the rules: within 72 hours.	Appeal to the Grievance Appellate

Law	What it covers	We acknowledge	We resolve	If you are not satisfied
Media Ethics Code) Rules, 2021	suspension or closing of an account, our Terms of Use and Community Guidelines		Intimate images or impersonation, on the complaint of the person shown: within [24 hours, or the shorter time set by later amendments to the IT Rules]	Committee within 30 days of our decision
Digital Personal Data Protection Act, 2023 and its Rules	Your personal data and your rights: access, correction, erasure, consent, nominating someone	Within 24 hours	Within the time the DPDP Act and its Rules allow; we aim for 15 days	Complain to the Data Protection Board of India once our process is complete
Consumer Protection Act, 2019 and the Consumer Protection (E-Commerce) Rules, 2020	Bookings, payments, refunds, Yup+, and the services of places booked through Yup	Within 48 hours	Within one month	The National Consumer Helpline (1915) or a consumer commission
Data protection laws of other countries, such as the GDPR, the UK GDPR, the California Consumer Privacy Act, Brazil's LGPD, Canada's PIPEDA, Australia's Privacy Act and Singapore's PDPA	Your personal data and the rights that law gives you (Privacy Policy, section 15)	Within 24 hours	Within the time that law sets, for example one month under the GDPR and the UK GDPR, and 45 days under the California law	Complain to the data protection authority of your country
Consumer and online safety laws of other countries	Bookings, payments, content and safety, as that law covers them	Within 24 hours	Within 15 days, or the shorter time that law sets	Use the complaint routes and the consumer bodies of your country

Our standard: whatever the law, we acknowledge every complaint within 24 hours and resolve it within 15 days, or sooner when the law sets a shorter time.

3. What to include

- Your first name and the mobile number of your account, with its country code, so we can find it. Never send us your sign-in code.
- What happened, where (a person, a message, a call, a booking, a payment) and when.

- Any reference you have: a booking code, a deletion reference, a screenshot.
- What you would like us to do.
- For content: where it is and why it breaks our rules or the law.
- If you act for someone else (as their nominee, guardian, authorised agent or lawyer), proof that you may act for them.

4. What happens next

1. We acknowledge your complaint and give you a reference number.
2. We may ask you for more details or to prove it is your account (usually with a sign-in code to your number).
3. We look into it and tell you what we decided, and why, in writing.
4. You can ask about your complaint at any time by replying with your reference number.

You may write in English or Hindi, or in the local language the app offers in your area; we may answer in English. We keep a record of each complaint and how we resolved it.

5. Changes and language

We will publish any change to this policy on our website and in the app before it applies. This policy is written in English; a translation is for convenience only, and the English text applies if they differ.