Partner Terms

Yup For It · for businesses that take bookings or run campaigns through Yup · version 0.5.0 · dated 17 November 2026 · DRAFT for review by a lawyer before use.

The rules for businesses that list places, take bookings or run campaigns through Yup For It, in India and in the other countries where Yup is offered: who may apply, fees, currencies and taxes, invoices, payments, the privacy wall and how to stop. Features marked "(when on)" are switched on country by country and city by city. Anything in square brackets is still to be decided.

1. Who agrees to what

These terms are an agreement between Conmate E-Commerce Private Limited, a company incorporated in India (CIN U72900GJ2019PTC106152), with its registered office at 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India ("Yup", "we", "us"), and the business that applies in the partner portal ("you"). You accept them when you tick "I agree to the partner terms" in the portal, or when you sign them below. The person who accepts them promises that they may bind the business.

The following are part of these terms: the fees, free months and settings shown in your portal, our Advertising & Sponsored Content Policy (for brand campaigns), our Child Safety Standards Policy and our Trademark & Brand Usage Guidelines. Our Terms of Use and Privacy Policy cover the people who use the app.

2. Words we use

Word	Meaning
Portal	The partner portal at partners.yupforit.com, and the partner booking API
Place	A venue of yours that is linked to your account
Group	The people of a plan in the app who book with you
Booker	The person in a group who presses Reserve and books in their own name
Booking	A request, confirmed or not, that a group makes with one of your places
Completed booking	A booking that really happened, as section 7 defines
Contact details	The booker's first name and phone number, shared with their consent for one booking
Fee	What you pay Yup for a completed booking or a campaign result

Word	Meaning
Your currency	Indian rupees (INR) for a business in India; US dollars (USD) for a business anywhere else

3. Who may apply, and your promises

Any lawful business that hosts groups, in a country where Yup is offered, may apply: restaurants and cafes, sports and activities, classes and experiences, events and similar. When you apply and for as long as these terms last, you promise that:

- the business is lawfully run and you are authorised to accept these terms for it;
- everything you give us is true and current: the business, its places, its tax and bank details, and its documents;
- you hold and keep valid every licence and registration the business needs: in India, for example, an FSSAI licence or registration for food businesses, GST registration where the law requires it, and any shop and establishment, trade, health, fire or other permit; elsewhere, the equivalent licences, registrations and permits that the law of your country requires;
- you follow the laws that apply to your business, including consumer protection, food safety, prices and weights, tax, labour, anti-bribery, anti-money-laundering and sanctions laws;
- you keep the insurance your business needs, such as public liability insurance, where the law or good practice requires it;
- neither the business nor its owners are on a sanctions list;
- you will tell us at once if any of this stops being true, for example if a licence lapses.

You apply in three steps (the business, tax and bank, the owner's login) and then upload your documents: in India, your GST certificate, PAN card, bank proof, FSSAI licence (food businesses) and photos of the place; elsewhere, your business registration, tax registration and bank proof, any food or trade licence the law there requires, and photos of the place. Files may be PDF, JPEG, PNG or WebP, up to 5 MB each. Our team checks them and may ask for more, or say no; both decisions come with a reason. The portal opens once you are approved.

Your tax and bank details are sealed: afterwards everyone, you and our staff included, sees only their last 4 characters. Your printed tax invoice shows your own tax number (in India, your GSTIN), as a tax invoice must.

4. Logins and keys

- The owner's login is responsible for the business's account and for every login it adds: managers, staff and brand logins. Each login is for one person; never share one.
- Roles: the owner does everything; a manager does everything except the team and the profile; staff answer booking requests and see the demand view; a brand login runs brand campaigns (when on).
- Keep passwords and API keys safe. An API key is shown once; revoke it at once if it may have leaked.
- Tell us at once at support@yupforit.com if you think a login or a key has been misused. We may suspend a login or a key that is misused.
- Every view of a booking's contact details and every change in the portal is written to our audit log.

5. Your listings and content

You decide what to show about your places: hours, capacity, price band, the kinds of plans you suit, photos, a short clip, offers and experiences. It must be true, current and lawful, with prices in the currency your guests will pay at your place.

Licence to Yup. You give us a worldwide, non-exclusive, royalty-free licence, for as long as these terms last and [30 days] after, to use your business name, logo, photos, clips and descriptions only to show your places, offers and experiences in the app, the web app, on our website and in the portal, and to run the service. This includes resizing, cropping, re-encoding and removing hidden data such as camera and location details. We will not use them in advertising outside the app without your written permission. Yup may also show public photos of your place from Google Places or Wikimedia Commons, with their credits; tell us if one is wrong.

Your promise about content. You own your content or have the right to license it, including from any photographer or designer, and it breaks no one's rights. Photos must not show identifiable guests without their consent, and must never show children.

Clips (when on). A clip must be an MP4 (H.264) or WebM file of 5 to 8 seconds, at most 2.5 MB, portrait (9:16 or 4:5) and silent. It may show the place, the food, the light and the mood, never guests or staff. Say who made it. Our team checks every clip before anyone sees it, may refuse it with a reason (a refused file is deleted at once), and may take down a live clip. You can delete your clip at any time. Nothing about who watched a clip is counted or kept.

Our name and logo. You may show that you are a Yup partner only as our Trademark & Brand Usage Guidelines allow, including the rules for our tagline, See Who Else Is Up for It. The portal and its software stay ours; you may use them only for your business with Yup.

6. Bookings

- Groups book from inside their plan. Confirm or decline a request within the time to answer shown in the portal (15 minutes unless the portal shows otherwise), or it expires and the group is told.
- Honour what you published: your hours, slots, prices, offers and refund rules. Do not add charges the group was not shown.
- Mark the group as arrived (from an hour before its time until a day after) or as a no-show (from its time until a day after), honestly.
- Cancel a confirmed booking only for a real reason, and give it in the portal. The group is refunded in full (section 10).
- Groups pay at your place unless they paid in the app (section 9).
- Offers and experiences go live only after our team reviews them. People who turned "offers from partners" off see none.

7. Fees

- You pay a fee only for a completed booking: you marked the group as arrived (the booking completes 3 hours after its time), or the group said "it happened" for a confirmed booking. There is no fee when a booking did not happen: a confirmed booking that you did not mark as arrived and that nobody said happened within 72 hours, or one you marked as arrived but every member said did not happen, costs nothing.
- The fee depends on the kind of business, the country and the city: restaurants and cafes pay per seated guest; courts, games, classes and experiences pay a percentage of the booking; movies and events pay a referral fee per ticket. Your portal shows today's fee, in your currency, any coming change and your free months.
- Early partners start with free months (3 unless your approval says otherwise).

- We will show a change to your fees in the portal at least [30 days] before it applies. If you do not accept it, you may stop before it applies (section 18).

8. Taxes, invoices and paying them

- Fees and invoices are in your currency: Indian rupees (INR) for a business in India, US dollars (USD) for a business anywhere else, unless your portal shows otherwise.
- In India, GST at the rate in force (18% today) is added to the fees. Outside India, we add the VAT, GST or sales tax the law requires, or the invoice says that you must account for it yourself under the reverse-charge rules of your country.
- We issue one invoice a month in the portal. It lists the completed bookings (code, day, group size, place, fee), the taxes and the total, with a printable tax invoice. Fees already taken from payouts show as "Taken from payouts".
- An invoice is due 15 days after it is issued, by the payment method shown on it. Bank charges and currency conversion costs on your side are yours.
- If your country requires you to withhold tax from a payment to us, add it so that we receive the full amount of the invoice, unless the law or a tax treaty says otherwise, and send us the certificate of the tax withheld.
- If an invoice stays unpaid [30 days] after it is due, we may pause your listings until it is paid, after a reminder.
- Where the law requires us to collect tax at source under GST, or to deduct tax under the income-tax law, on payments made through the app, we do so and give you the statements the law requires.

9. Payments in the app and payouts (when on)

- Payments in the app and payouts are offered only where our payment gateway supports them for your country. Until then, groups pay at your place.
- People may pay a prepaid offer, a group experience or a deposit for a big group on the payment gateway's own page: Razorpay, a payment aggregator authorised by the Reserve Bank of India, with Razorpay Route for split settlement. Only the booker pays, in Indian rupees in India and in US dollars elsewhere. You confirm such a booking only after it is paid.
- To receive payouts, your business needs an active linked payout account with Razorpay, which runs its own checks, under Razorpay's terms.
- Razorpay settles your share to your own account a day after the booking: what was paid, minus refunds, minus Yup's fee. A fee waived in a dispute is paid back as its own payout. The money is held and settled by Razorpay under the Reserve Bank of India's rules; Yup never sees card, UPI or bank details of anyone who pays.
- You see each payment's state and each payout's status (on hold, processing, paid with the bank reference, or failed), never who paid.

10. Refunds

- You set refund rules for what is paid in the app: 1 to 4 steps by hours before the start, the refund never growing closer to the start, and a short note. Until you set them, the rule is a full refund up to 24 hours before.
- The group sees your rules before paying, and they are copied onto each booking as they were.
- Refunds follow those rules automatically when a member cancels. Everything is refunded when you decline or cancel, the request expires, or the plan or the slot is cancelled. No-shows, arrivals and completed bookings are not refunded unless you agree.

- Refunds are made in the currency the group was charged. Refunds come out of what is owed to you. If a payout has already been made, we may take the refund from later payouts or invoice you for it.

11. Disputes

- If something about a booking, a payout or an invoice is not right, open a dispute in the portal. We answer within 7 days. An invoice under dispute waits until then, and a fee can be waived.
- A disagreement between you and a group about your service is between you and the group, but tell us: we may help, and we may act under section 18.
- If a dispute is not settled, a senior person from each side will talk within [30 days] before either goes to court (section 20).

12. The privacy wall, and your data duties

People trust Yup with what they want to do. So you see only what you need to host a group that booked with you.

What you get. For a booking with you: the booking code, the day and time, the group size and the place, and the booker's first name and phone number, which they chose to share when they reserved. You see the contact details while the booking is open and up to 12 hours after its time. We wipe them 30 days after the plan, or at once if the booker deletes their account. Your e-mails from Yup hold the booking code, the group size and the time, never a name or a number.

What you never get. Who said YUP to anything, or that anyone did; anyone who has not booked with you, or anyone else in a group; plans, chats, calls, stories, photos or exact locations; who paid, or any card, UPI or bank detail; a single rating; who saw a sponsored card or a clip. Numbers about people (plans at your places, groups looking near you, ratings, campaign results) only from 10 up; fewer shows as "too few".

How you may use contact details. Only to host that booking: to confirm it, to find the group, or to reach them about it. You must not:

- send the person marketing or promotions by SMS, WhatsApp, call or e-mail, unless the person gives you their own separate consent outside Yup;
- add them to a list, a loyalty programme or a customer database, or share or sell them;
- keep them once the booking is over. Delete any copy you made, on paper, a phone or your systems, within [7 days] after the booking.

Your responsibility under the law. For any copy of personal data you keep, you are responsible for it on your own account: under the Digital Personal Data Protection Act, 2023 and its Rules, and under the data protection law of your own country, such as the GDPR or the UK GDPR, as an independent controller. Keep it secure, limit it to the staff who need it, tell us within [24 hours] of any breach involving data you received through Yup, and help us answer the person's requests.

No targeting. You cannot target a person, buy a list, or pay to be shown to more people. We may check that you follow this section, and we may suspend your account if you misuse anyone's details.

Your own team. We handle the names and e-mail addresses of your logins as our Privacy Policy explains. Tell your team about it.

13. A fair place to be found

Yup shows a group the places that fit its plan best: the agreed time, the group size, the price band, the distance for everyone, the vibe, how often similar groups really went, and ratings. Money never lifts a worse fit above a better one: a fee only breaks a tie between equally good places, and never for a person

who turned "offers from partners" off. What you tell us about your place (hours, capacity) can rule it out but never lift it. Partner places carry a "Partner" label and the note "Yup may earn a fee from bookings here". We do not promise any number of bookings, guests or views.

14. Offers, experiences and sponsored campaigns

- Offers, experiences and campaigns must be true, available and honoured. Our team reviews new and changed ones before people see them, and may take one down.
- Outcome offers and the demand view (when on) are matched by the app, never by you. The demand view shows groups near your places only as totals of 10 or more.
- Sponsored campaigns (when on) name one activity at your own place, never a person. They are always labelled "Sponsored". You choose only the activity, the days and hours, the dates and the area around your place; never a person, a list, an age or a gender. You pay per result within your budget, in your currency; bills show results only in blocks of 10 or more, and you see results in tens from 10 up.
- Campaigns must follow our Advertising & Sponsored Content Policy, the Advertising Standards Council of India's code in India, the advertising rules of each country where they run, and the law on misleading advertisements. No alcohol, tobacco, gambling or betting, or political content. A campaign that people put away much more often than normal cards stops by itself.

15. How you treat groups

- Welcome groups booked through Yup on the same terms as your other guests.
- Never refuse or treat anyone worse because of religion, caste, race, colour, nationality, gender, sexual orientation, disability, origin or any other ground the law protects.
- Respect privacy: do not ask who said YUP, and do not photograph or film guests for promotion without their consent.
- Follow safety laws at your places, and tell us about any serious incident involving a group.
- Follow our Child Safety Standards Policy and tell us at once about any concern.
- Do not offer benefits in exchange for ratings, and never create fake bookings, arrivals or ratings.

16. Booking systems and the partner API (when on)

Your own booking system may publish the windows your places have and read the bookings Yup made with you, through the partner booking API, with keys an owner login creates. Each call is limited per key and written to our audit log. No person, plan or member ever reaches your system through the API. You are responsible for your system's security and for keeping your keys safe.

17. Confidentiality

Each of us keeps the other's confidential information (anything not public, such as fees, terms, figures, systems, keys and personal data) confidential, and uses it only for this agreement. This does not cover information that is public through no fault of the receiver, was already known to the receiver, is developed independently, or must be disclosed by law (with notice to the other where the law allows). This duty lasts for [2 years] after these terms end; for personal data and keys, it never ends.

18. Stopping, pausing and ending

- You can stop at any time: write to us at support@yupforit.com. There is no long contract.
- We may pause your listings, a feature or your account, or end these terms, if you break them (for example by misusing a person's contact details, publishing false offers, not honouring bookings,

not paying invoices, or letting a licence lapse), if the law or an authority requires it, if people are at risk, or if we stop offering Yup or its partner services in your country. We tell you why, and where we can, we give you a chance to put things right first.

- When the partnership ends, open bookings are honoured or cancelled with a full refund; fees for completed bookings and outstanding invoices stay due; payouts are settled. We keep invoices and the records the law requires for [8 years], delete the rest of your business data within [90 days], and remove your content from the app.
- Sections 8, 10, 11, 12, 17, 19 and 20 continue to apply after these terms end.

19. Liability and indemnity

- Yup is a service for finding and booking places. We do not provide your services and are not responsible for them. Each of us is responsible for our own acts and omissions. You are responsible for your places and the services you provide, including food safety, the safety of people at your places, your staff, your licences and your taxes.
- To the extent the law allows, we provide the portal, the app and the partner API "as is" and "as available", without any promise or warranty, express or implied. We do not promise that they will always be available or free of errors.
- We are not liable for what groups or other people do or fail to do, or for indirect or consequential loss, loss of profit, revenue, data or goodwill.
- To the extent the law allows, our total liability to you under these terms is limited to the fees you paid us in the 12 months before the claim arose.
- You will make good any loss, damage, penalty or cost (including reasonable legal fees) we suffer from a claim by a guest, an authority or anyone else arising from your services, your premises, your staff, your licences or taxes, your breach of these terms or the law, your misuse of personal data, or content you gave us.
- Nothing limits liability for fraud, for death or personal injury caused by negligence, or for anything the law does not allow to be limited.

20. Law and courts

These terms are governed by the laws of India. The courts at Ahmedabad have exclusive jurisdiction, after the talks in section 11. If your business is outside India, you agree to this too; we may also go to the courts where your business is, for example to collect unpaid invoices or to stop a misuse of personal data or of our marks.

21. Notices

We send notices to the owner login's e-mail address and in the portal. Send notices to us at support@yupforit.com, with a copy by post to Conmate E-Commerce Private Limited, 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India. Notices are in English. An e-mail notice counts as received on the next working day after it is sent.

22. Changes to these terms

We will tell you in the portal at least [30 days] before an important change to these terms applies, unless the law requires a change sooner. If you do not accept a change, you may stop before it applies.

23. General

- These terms, with the documents named in section 1, are the whole agreement between us about Yup's partner services.

- We are independent businesses: these terms create no partnership, joint venture, agency or employment.
- We may transfer these terms to a company in our group or to a company that takes over Yup, and we will tell you. You may not transfer them without our written consent.
- If a court finds part of these terms invalid, the rest still applies. If one of us does not enforce a right at once, it has not given it up.
- Neither of us is responsible for delays or failures caused by events beyond its reasonable control, such as natural disasters, epidemics, war, riots, government orders, strikes, power or internet failures and attacks on systems. This does not excuse paying money that is due.
- Accepting these terms in the portal is valid as an electronic record under the Information Technology Act, 2000. These terms are written in English; if they are given in another language and the texts differ, the English text applies.

24. Contact

Partner questions: support@yupforit.com. Complaints: the Grievance Officer, [grievance officer name], at support@yupforit.com.

Signatures

Accepted online in the partner portal, or signed below.

For Conmate E-Commerce Private Limited	**For the partner business**
Name:	Business name:
Designation:	Name of the authorised signatory:
Signature:	Designation:
Date:	Signature:
Place:	Date:
	Place: