Privacy Policy

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

This policy explains, in plain words, how Yup For It handles your personal data. Yup is offered worldwide, country by country. We follow India's Digital Personal Data Protection Act, 2023 and the Rules under it (the DPDP Act and its Rules) and the Information Technology Act, 2000 and its rules, and, where they apply to you, the data protection laws of the country where you live, such as the GDPR in the European Union and the UK GDPR (section 15). It covers app version 0.5.72. Anything in square brackets is still to be decided.

1. Who is responsible

Conmate E-Commerce Private Limited (CIN U72900GJ2019PTC106152), with its registered office at 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India ("Yup", "we", "us"), runs Yup For It: the app for Android and iPhone, the web app, the website at yupforit.com and the partner portal for businesses. We decide why and how your personal data is used, so we are the Data Fiduciary under the DPDP Act and the controller under the GDPR, the UK GDPR and similar laws.

Our Grievance Officer, [grievance officer name], answers questions about this policy and handles your requests and complaints, from every country: support@yupforit.com, or by post to 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India. Our representative in the European Union is [EU representative], and in the United Kingdom [UK representative]. Section 14 has the details.

2. The short version

- Your YUPs are private. Nobody sees them unless something clicks with your own people, or you choose "Tell my friends" for that one YUP, and nobody learns who said no.
- We collect what Yup needs to work, and nothing to sell. We never sell personal data and never share it for advertising.
- Your exact location and the look you choose for the app never leave your phone, and Yup never receives your voice when you speak an idea. Friends nearby (when on) tells a friend only the name of a city. The mood you pick is used for one set of ideas and never stored.
- Calls with your people go through our own call servers and are never recorded by us.
- Places and brands see totals of 10 or more people, never you, unless you book with a place yourself.
- Our staff see only what they need to run Yup and help you (section 5). They cannot read your YUPs, your matches, your chats or your stories, and cannot listen to your calls.
- Your data is stored in India, encrypted, and deleted on a schedule (section 8). If you live outside India, section 15 explains the extra rights your own law gives you.
- You can get a copy, correct it, delete it, withdraw consent, name someone to act for you, and complain.

Some features are switched on later, country by country and city by city, without a new app. This policy already covers them and marks them "(when on)".

3. What we collect, and why

3.1 Your account

Data	Why we use it
Your mobile number, with its country code, stored only as a keyed code (a hash) and its last 3 digits	Signing in with a one-time code, finding your account and stopping abuse. We never store the number itself. The one-time code is kept only as a hash, for 5 minutes.
A linked Google or Apple sign-in, only if you link one: a keyed code that recognises that account, the provider and two dates; never your e-mail address or name	Signing in on a new phone. You can unlink it at any time.
Your first name, an optional photo and your interests; your city, occupation and a short bio if you add them (when on)	Showing you to your people and on your profile; better ideas for you.
Your gender (male, female, others or prefer not to say) and your birthday (the day and month; the year only if you add it), both optional	Birthday wishes from your friends on your day (section 3.2). Your gender only makes a friend's note say "him", "her" or "them". Your gender and the year of your birthday are never shown to anyone.
Your YUP Profile picks: what you are into, the activities you like, your social vibe, when you are usually free and the things you want to try, all optional	Better ideas and plans for you. Only you see these picks; your interests show to your people as before.
Your "I am 18 or older" confirmation and your consents (what you agreed to, which version, and when)	Keeping Yup 18+; the proof of consent the law asks for.
Your language, time zone and settings (notifications, location, friends nearby, birthday sharing, offers from partners, sponsored suggestions and the like)	Making the app work the way you chose.
Sign-in sessions on your phones and in the web app	Keeping you signed in, and signing you out everywhere when you ask.

3.2 Your people and your plans

Data	Why we use it
Your people (who you added and who added you back), invites, blocks, "don't match me with", and your private circles	Matching only people who added each other; keeping blocked people away. Nobody is told they are in your circle.

Data	Why we use it
Your YUPs: the idea (its text encrypted), the time, the friends or circle you chose, and whether verified people nearby may join (when on)	Finding matches. Only you can read your YUPs.
A YUP you send with "Tell my friends" on (on unless you turn it off for that YUP): your first name and photo, the activity, the time, the public place you picked, and how far that place is from each friend's own area	So your friends (connected both ways) can join you. It is the only way anyone sees a YUP before a match, and only because you chose it for that YUP. Never your own words, position or area.
Matches, plans, plan chat (messages; and, when on, photos, voice notes, place cards and reactions) and your answers to "did it happen?" and "booked?"	Making plans with your group; counting real meetups as totals; better suggestions from your own history.
Voice and video calls with your people (connected both ways) and in a plan's chat, and screen sharing in a video call. The sound and the picture travel through our own call servers and are never recorded or stored by us. We keep the call history: who started the call, who was rung, who answered, when, and how long it lasted	Calling your people and your plan's members; your call history and "Call again". Only people connected to you, or members of your plan, can ring you.
Stories (when on): "Our Story" of a plan that happened, with photos, voice notes of up to 60 seconds and short notes from the people confirmed in the plan. The chat's photos and voice notes join the story as their senders' moments, unless the sender leaves them out	A shared memory for the plan's members only. Each person includes, leaves out or deletes their own moments; the creator may delete the whole story. No likes, followers, viewer counts or feed.
Birthday alerts and greeting cards: that a friend was told about your birthday, and the cards friends send each other	With "Tell friends about my birthday" on (on unless you turn it off), your friends (connected both ways) are told on your birthday and can send you a card. The stored note and the push say only "a friend has a birthday today".
Ideas you save in Discover (the heart), at most 100	Showing you your saved ideas. Only you see them, and nobody counts them.
Questions you ask your people (when on)	Shown to your own people while the question is open. The answers are private YUPs, shown only as counts.
"About time" cards and Memories, worked out from plans you said happened (when on)	Suggesting who to see again, for you alone. Nobody is told that a card was about them.

Data	Why we use it
Calendar busy times for the next 7 days: a start and an end each, never titles, places or guests (when on, only if you connect a calendar)	"Works for 4 of 5" when a group picks a time. Nobody sees who is busy.
What your Yup agent knows: free times, a budget band per person, kinds of plans, a vibe and a rough area; only what you tell it (when on)	Proposing one plan that fits everyone. Agents compare ranges only, never your own values.
Friends of your people, and which friend linked two people in a match (when on, only with the consent of everyone involved)	Matching with friends of friends. The friend you share is never told.

3.3 Location, contacts and your phone

Data	Why we use it
Your current rough area, only while location is on: the cell of about 5 km your phone is in (or the one you picked on the map), and the names of its city and locality. Your phone works it out; your exact position never leaves your phone	Home cards, places, ideas and weather near you; matches and places near your group; friends nearby (when on). It is kept for you alone, replaced as you move, and deleted at once when you turn location off or close your account. A rough area sent with a YUP, a plan or a setting (for example your Yup agent's area) is kept with it and deleted with it.
Since 17 November 2026: when your current city began, and the city you live in (your "home city": the first city your phone reports, then any city you stay in for 14 days, a number of days our staff can change for everyone)	So friends nearby tells you and a friend only when one of you is visiting from another city, once a trip. It is kept for you alone and deleted with your rough area when you turn location off or close your account.
Friends nearby (when on): the alerts you received, each with the friend's first name, your own city, the times and your answer	When you and a friend (connected both ways, both sharing) are in the same area and one of you is visiting from another city, both of you are told, once a trip. A friend learns only the name of the city: never your cell, a point, a distance or a direction. The alert can start a plan, or a voice or video call with the friends around you. You choose it with a one-time notice, and you can pause it or turn it off at any time.
Group trip alerts (when on): the same rough area and home city	When two or more members of one of your groups are in the same city away from home, only those members are told, and they can make a plan or start a group call with only the members who are there.
The city waitlist: the name of one city, if you ask to be told when Yup opens there	Telling you once when Yup opens in your city.

Data	Why we use it
Your contacts, only if you allow it. The numbers are turned into keyed codes (hashes), compared in memory and never stored or logged [contacts matching mode at launch]	Finding friends who are already on Yup. Only people who let others with their number find them come back. Nothing about people who are not on Yup is kept.
A keyed code of your own verified number	So people who have your number can find you, if you allow it in Privacy & controls.
Your phone's push address (from Google's Firebase), its platform, app and system version, language and time zone, when it was last seen, and whether the app is open in front right now (kept for about 2 minutes)	Sending notifications; keeping the app working and secure.
The words you type to find a place, and the letters you type in the City box of your profile	Finding the place or the city. They go through our server to the places provider or the address lookup, which never learns who asked, and they are not kept with your account.

3.4 Places, payments and paid features

Data	Why we use it
A booking with a partner place: the place, time, group size and booking code, and the first name and phone number you agree to share when you press Reserve, sealed (encrypted and tied to that booking) (when on)	So the place can hold your table and reach you. The other people in your plan never see your number.
Taps on a place's "Reserve" or "Get tickets" link: the plan and a random code, never who tapped (when on)	Asking your plan "booked?"; counting bookings as totals.
Payments in the app: the amount and its currency (Indian rupees in India, US dollars elsewhere), the place, the booking code, the payment's state and your receipt. You type card, UPI or bank details on the payment gateway's own page, which we cannot read (when on)	Paying a place, a deposit or your share of a bill; refunds by the place's published rules.
A rating of a place, 1 to 5 (when on)	Showing places that fit. A place sees only a month's average, from 10 ratings up.
Yup+: the plan, its dates and state, the store's order number and a code made from the store's purchase reference; never a card or a purchase token (when on)	Giving you Yup+. Google Play or the App Store bills you; matching stays free and never depends on it.

Data	Why we use it
Sponsored suggestions: which ones you were shown and your answer (when on)	At most one a day, chosen from your own interests, your rough area and the time. Brands learn nothing about you.

3.5 Meeting verified people nearby (when on)

Data	Why we use it
Your ID check: its status, method and dates. The ID check provider reads your document in its own screens and tells us only "verified, 18 or older" or not. We never receive or keep the document, its number, a photo or your date of birth from it	Letting only verified adults meet people beyond their friends.
Your choice to meet verified people nearby, and your private standing: no-shows that 2 or more people of a plan reported, a moderator's pause, your requests for a review	Safety: fewer or paused community matches for people who do not come. It is never a score and never shown to anyone.

3.6 Support, safety and security

Data	Why we use it
Help feedback and problem reports you send (no YUPs or chats are attached)	Fixing problems and improving Yup.
Safety reports, with a copy of a reported message, photo or voice note	Looking into the report and protecting people.
A security log: what happened and when, with ids, codes and a keyed code of the IP address; never message text or phone numbers	Security, preventing abuse, and the records the law asks for.
Records of AI calls: codes and versions only, never the text sent or received	Running AI features safely and within budget.
Totals of 10 or more people (YUPs, matches, plans that happened)	Knowing whether Yup works. A smaller group never shows, not even as a zero.

For the app stores' reviewers we keep up to three test numbers (as codes, with a masked number). They belong to no real person and sign in to ordinary test accounts.

3.7 What stays on your phone

We never receive these:

- your exact location (the phone turns it into a rough area first) and the distance to a plan's place;
- the look you pick for the app: its theme, colours and how much it moves;
- your voice when you "say it instead": your phone's own speech recognition turns it into text (on the phone where it can; on an iPhone and in the web app, Apple's or your browser's speech service may do it), and only the finished text is sent to us, like typing;
- the reactions the chat suggests while you type, worked out on the phone from the words alone;
- whether your phone is on Wi-Fi, Data Saver or battery saver, which decides whether clips play.

The mood you pick on the home screen stays on your phone for at most four hours and is wiped when you sign out. It is sent only with the request for your home ideas, to order them, and we never store or log it.

3.8 Pictures and videos of places and activities

- Real photos of places come from Google Places and from Wikimedia Commons, through our own server, with the credits their authors and licences ask for. Google's photos are copied into our media storage for about 30 days.
- A place's preview may offer a short YouTube video of the place. It plays only when you tap it, in YouTube's own player inside the app's browser. Then YouTube's Terms of Service and Google's Privacy Policy apply, and YouTube receives your internet (IP) address and what its player collects. We send YouTube nothing about you.
- Stock videos and photos from Pexels show behind activity cards only when a Super admin allows them. Our server asks Pexels only for a topic, such as "coffee", never anything about you.
- Cards that name a place show only that place's own photos and clips, and never an AI-made picture or clip of a place.
- The short, silent clips and posters of activities and places show no people. They are not personal data. We refuse a file with a sound track and remove camera details (such as GPS data) before storing it. Nothing about who watched a clip is counted or kept, and no place ever learns who saw its clip.

4. Why we may use your data

We use your data with your consent, which you give in the app. Each switch that needs consent asks for it with a short notice, and we keep a record of what you agreed to and when.

We may also use data without asking again for the legitimate uses the DPDP Act allows: for example, data you gave us for a purpose (such as a report you send), to meet a legal duty (such as the IT Rules' duties on reports and grievances, or tax law for invoices), to follow a court order, or in a medical emergency or a threat to someone's safety. If you live in the European Union, the United Kingdom or another country whose law names its own legal bases, section 15 lists them for each purpose.

You can withdraw consent at any time, as easily as you gave it: in Privacy & controls, in the phone's settings, or by writing to the Grievance Officer. Turn off location, friends nearby, contacts, a calendar, notifications, birthday sharing, meeting people nearby, friends of your people, your Yup agent, offers from partners or sponsored suggestions. The features that need that consent then stop; nothing else changes. Withdrawing does not undo what was lawfully done before.

5. Who sees what (the privacy wall)

Who	What they can see
You	Your own YUPs, matches, plans, chats, calls, stories and everything in "Download my data".
Your people (connected both ways)	Your first name, photo and interests, and your city, occupation and bio if you add them (when on). A YUP you sent with "Tell my friends" on, as section 3.2 says. That today is your birthday, if birthday sharing is on (never the year). The name of the city where you both are, when one of you is visiting (friends nearby, when on). The calls you make with them. Never your other YUPs, not even whether a YUP was meant for them.
People in a match or a plan with you	Before everyone confirms ("still up for it?"): that a match exists, its activity and how many people, never who. After: the first names and photos of the people who said yes again, the plan, its chat, its calls and its story (when on). Never who declined.
A place you book with (a partner) (when on)	Only for your booking: your first name and phone number (which you choose to share when you press Reserve), the group size, the time, the booking code and whether a payment went through, never who paid. It sees your contact while the booking is open and up to 12 hours after its time. It never learns who said YUP, never sees anyone else in your group, your plans, chats or location, and sees other numbers about people only as totals of 10 or more.
Brands of sponsored suggestions (when on)	Nothing about anyone: only totals of 10 or more.
Yup staff	To run the service and help you: an account's first name, the last 3 digits of its number, its status, its devices and its consents, and totals of 10 or more people. Super admins also see, in a user report, each account's rough area (city, locality and the 5 km cell), how often and when it signed in, its newest device and whether its app is open right now. Never your YUPs, matches, chats, stories, calls, calendar, exact location or full phone number. A safety report shows them only what was reported. Exceptional "break-glass" access is limited to named senior staff, recorded in the audit log and reviewed.
AI services	Only what one feature needs (section 6). Never your phone number, chats, contacts or location.
Anyone else	Nothing.

Every look at a booking's contact, every staff action and every change in the partner portal is written to our audit log.

6. Outside services that work for us

We use a few outside services (processors) that work for us under contract. Each gets only the minimum it needs. We may also disclose data when the law requires it, as our Law Enforcement & Government Request Guidelines explain.

Service	What it receives	Why
Cloud hosting: Amazon Web Services, Mumbai region (ap-south-1), with an encrypted backup copy in a second region in India	Everything we store, encrypted with keys we control	Running Yup
Our own call servers, running the open-source LiveKit software on our cloud hosting	The sound and picture of a call while it lasts, never recorded or stored; no outside company receives them	Voice and video calls
SMS provider: MSG91, Twilio or Gupshup [SMS provider in use], registered under TRAI's DLT rules for messages to Indian numbers	Your number and the one-time code; never your name or whether you have an account	Sign-in
Google's Firebase Cloud Messaging, and Apple's push service on iPhones	Your phone's push address and a generic text such as "something clicked", with an opaque id; never names, activities, counts or times. The Firebase software in the app also talks to Google by itself to create that address	Notifications
AI services (providers of language models and of video generation, chosen per feature)	Only what one feature needs: the text of one YUP with names, phone numbers, e-mail addresses, handles and links removed; or an activity, a time, a day and a season; or, for the small ideas that fill empty screens, your interests and the mood you picked, for that one request; or, for story title ideas (when on), the activity, the place's name, the day and the first names of the plan's members; at most the name of your city. Never your phone number, user id, chats, contacts, other people's YUPs or your location. Clips are generated from an activity's or a place's facts only. We keep no prompt or answer, and where a service offers it we ask it not to store them	Understanding an idea, writing short lines, suggesting a plan, making activity clips
Map tiles: OpenStreetMap [map provider for launch]	The map squares your phone shows; the tile server sees your phone's internet (IP) address, as with any map	Showing maps
Address lookup: Nominatim (OpenStreetMap) [map provider for launch], always through our server	A place name typed in the search, or a map point; never who asked	Finding places

Service	What it receives	Why
Weather: Open-Meteo, through our server (when on)	A point rounded to about 10 km and an hour; never who asked	The forecast for ideas and plans
Places provider: Google Places, through our server (when on)	A kind of place and a rough area, the words you type to find a place, and the letters you type in the City box of your profile; never who asked	Real places, their photos and city suggestions
Wikimedia Commons, through our server	Only the place whose photos we look for; nothing about you	Photos of places, with their credits
Pexels, through our server (only when a Super admin allows it)	Only a topic's search words; nothing about you	Videos and photos of activities
Photo and media storage: Amazon S3, Mumbai	Your profile photo, and the photos and voice notes you send to a plan's chat or a story, private behind short-lived links	Storing media
Google and Apple, if you sign in with them	You sign in on their own screen, so they learn that you use Yup. We send them nothing	Signing in
Google Play and the App Store (Yup+, when on)	Your purchase, made with a code that never tells them who you are on Yup	Billing a subscription
Payment gateway: Razorpay, with Razorpay Route for payouts to places (when on)	The amount and its currency, the place and the booking code (and for split bills, each share); never your name or number. You type card, UPI or bank details on Razorpay's own page	Paying, refunds and paying places
ID check provider: DigiLocker through a partner, HyperVerge or IDfy [ID check provider] (when on)	A random reference for the check; you show your document in its own screens, and we get back only the result	ID checks
A ticketing partner for movies and events (when on)	The plan's kind of activity, its time and its city; you buy on the partner's own page	Showing what is on
An e-mail delivery service (partner portal only)	A business's e-mail address, password links and "new booking request" messages with the booking code, group size and time; never the name or number of a person who booked	E-mails to partners

A place you book with (a partner) is not our processor: it receives your first name and number because you choose to share them at Reserve, and it must use them only for your booking (see our Partner

Terms). YouTube is not our processor either: when you play a video, you use YouTube's own service under its own terms.

7. Where your data is stored

Your data is stored in India, in our own cloud account in Mumbai, encrypted with keys we control, with an encrypted backup copy in a second region in India.

A few services may process the small part they receive outside India: Google (Firebase push, Google sign-in, Google Play, Google Places, and YouTube when you play a video), Apple (push, Apple sign-in, the App Store), the AI services, the map tile service, Wikimedia and Pexels (which receive nothing about you), and Twilio if it is the SMS provider in use. Each receives only what section 6 says. The DPDP Act allows such processing except in countries the Government of India restricts, and we will follow any such restriction.

If you live outside India, your data travels to India when you use Yup, and to the services above. Where your law treats that as an international transfer, we protect it as section 15 explains, for example with the Standard Contractual Clauses of the European Commission.

8. How long we keep it

We keep data only as long as it is needed, then delete it automatically. Clean-up jobs run every hour, and every 6 hours for the long periods. Because of the 12-month limit, Memories, "happened together" and your data download reach back one year.

Data	Kept for
The text of a YUP, its meaning and the friends or circle you chose	30 days after the YUP closes, or at once when you delete your YUP history
YUPs, matches, plans and "did it happen?" answers	12 months after their time; after that only weekly totals of everyone, with no person, place or activity
A YUP you shared with "Tell my friends"	31 days, or with your account
The optional note on a "did it happen?" answer	90 days
Plan chat, with its photos, voice notes and reactions	Until 7 days after the plan; your own photos, voice notes and reactions at once if you delete your account
Call history	A call in a plan's chat: with the chat, until 7 days after the plan. A call between friends: 31 days after it ended. Calls themselves are never recorded
Stories and their moments (when on)	Until the creator deletes the story, and at most 12 months after the plan; your own moments at once when you delete them, leave the plan or close your account

Data	Kept for
Birthday alerts and greeting cards	400 days
Ideas you saved in Discover	Until you remove them, or with your account
Home cards	7 days
Notifications	30 days
Sign-in sessions	30 days after they end
Invites	Valid 14 days; removed 90 days after that
Your current rough area, when your current city began, and your home city	While location is on; replaced as you move; deleted at once when you turn location off or close your account
Friends nearby alerts (when on)	31 days, or with either person's account
City waitlist	Until the city opens, you leave the list, or you delete your account
Linked Google or Apple sign-in	Until you unlink it or delete your account
Contact code of your own number	While your account exists
Your profile (name, photo, interests, city, occupation, bio, gender, birthday and your YUP Profile picks)	Until you change it, or until you close your account (cleared at once)
Circles and their people	Until you delete the circle; a person leaves it when your connection ends; all of it with your account
The friend who linked two people (friends of friends)	90 days after the match
"About time" cards	90 days
Questions to your people	30 days after the question closes or ends

Data	Kept for
Calendar busy times	A day after they end; replaced at every sync; at once when you disconnect
What you were shown of sponsored suggestions	8 days
Your Yup agent and what it knows	Until you choose "Forget everything", or with your account
Your agent's plans, answers and bill shares	90 days after the plan (a paid share still owed a refund stays until it is refunded)
Yup+ watches and repeating plans	Until you stop them (a stopped repeat goes after 90 days); all with your account
Yup+ subscription and its history	Until your account is erased (the store keeps billing until you cancel in the store)
Booking taps and "booked?" answers	13 months
The first name and number you shared with a place	Wiped 30 days after the plan, or at once if you delete your account
Bookings that did not happen (declined, cancelled, expired, no-show)	13 months
Completed bookings	Kept with their invoice line for our accounts; you are forgotten from them after 13 months
Who paid a payment	13 months after the booking; after that the amounts stay for our accounts without you
Ratings of a place	13 months, or at once with your account
Who met whom through verified people nearby	90 days after the match
No-show answers; requests for a review	180 days (a request: 180 days after the answer)

Data	Kept for
ID checks	A verified check until you remove it or delete your account; a failed one 180 days
A moderator's pause record	A year after its last change, once the pause is over
Help feedback and problem reports	12 months, or at once with your account
Safety reports, with the copy of reported media	[2 years]
Records of AI calls (codes only)	180 days
Security log (ids and codes only)	1 year
Record of a data request (a download or a deletion), without your name or number	[3 years]
Your consents	[the account's life plus the period set by counsel]
Your account after you delete it	Closed at once (signed out everywhere; name, photo, profile, rough area and settings cleared; gone from everyone's people lists); everything else erased after 30 days
Backups	Point-in-time copies 14 days; snapshots up to 35 days

Records with nothing about people (weekly totals, campaign totals, the history of app releases) are kept.

9. Your rights, and how to use them

Right	How
Know what we hold (access)	Download a copy of your data in the app: YOU, then Privacy & controls, then Download my data. It is usually ready within minutes, and the file is deleted after 24 hours. You can also ask the Grievance Officer for a summary of your data, what we do with it, and who we have shared it with.
Correct and complete it	Edit your profile in the app, or write to the Grievance Officer.

Right	How
Erase it	Delete your YUP history, a memory, a story moment, what your agent knows, or your whole account, in the app; or delete your account on our website at yupforit.com/delete-account. See our Account Deletion & Data Retention Policy.
Withdraw consent	Turn a feature off in the app at any time (section 4).
Nominate someone	Name a person to use your rights if you die or cannot act yourself, by writing to the Grievance Officer.
Complain	Write to the Grievance Officer (section 14). We acknowledge within 24 hours and answer within 15 days. If you are not satisfied, you can complain to the Data Protection Board of India once our process is complete, or to the data protection authority of the country where you live (section 15).

We answer requests within the time the DPDP Act and its Rules allow, or the shorter time your own law sets, and sooner where we can. We may ask you to prove it is you, usually with a sign-in code sent to your number. The DPDP Act also asks you not to give false details, not to pretend to be someone else, and not to file false or frivolous complaints. If you live outside India, section 15 lists the further rights your law gives you.

10. Children

Yup is only for people aged 18 and over, everywhere. Everyone confirms it when they join, and meeting verified people nearby needs an ID check that says "18 or older". We do not knowingly process the personal data of anyone under 18, and we do not track or target children. If we learn that an account belongs to someone under 18, we suspend it at once and delete it. Anyone can tell us through Report in the app or at support@yupforit.com. See our Child Safety Standards Policy.

11. Security

- Encryption in transit (HTTPS only) and at rest, with keys we control.
- YUP text and the phone numbers shared with places are encrypted with their own keys.
- Phone numbers and contacts are kept only as keyed codes.
- Calls are encrypted in transit and pass only through our own call servers; we never record them.
- Database rules stop staff, places and brands from reading YUPs, matches, chats, stories and people, and every release must pass automatic privacy tests.
- Staff get access only when their role needs it, each with their own login (never shared), and every action is logged.
- Notifications on your lock screen are generic, never names, places or times.
- The app and the web app keep only your own data on your phone, in secure storage, and wipe it when you sign out.

No system is perfectly secure, but we keep the reasonable security safeguards the DPDP Act and its Rules, and the other laws that apply to us, require.

12. If there is a data breach

If a personal data breach happens, we act at once to contain it. We tell the people affected, in plain words and without delay: what happened, what it may mean for them, what we are doing and what they can do. We report it to the Data Protection Board of India as the DPDP Act and its Rules require, to CERT-In within 6 hours of noticing it, as its 2022 directions require, and to the data protection authorities of other countries within the times their laws set (for example within 72 hours under the GDPR and the UK GDPR).

13. Cookies, our website and the web app

Our website sets no cookies and loads nothing from other companies: no analytics, no ads, no outside fonts or scripts. It remembers a few small things in your own browser (light or dark, whether the home page animation is paused, and a copy of our logo), which never leave it. Each page tells our own server which page was seen, without cookies: the server keeps only a keyed code of the visitor for that day, made from the internet address, the browser and the date, which cannot be turned back into the address and changes every day, and counts app downloads. Staff see only totals. We keep these counts for [period to be confirmed by the lawyer].

On an iPhone, Yup also runs as a web app in the browser, opened from our website (and, while we test, from our test server). It works like the app and keeps your sign-in and settings in the browser's own storage on your phone, which it clears when you sign out. The partner portal uses sign-in cookies only. See our Cookie & Website Notice.

14. Contact and Grievance Officer

Contact	Details
Grievance Officer (also our contact for data protection questions in every country)	[grievance officer name]
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

The Grievance Officer acknowledges every complaint within 24 hours and resolves it within 15 days. See our Grievance Redressal Policy. For everyday help, write to support@yupforit.com.

15. If you live outside India

15.1 For everyone outside India

Yup is offered worldwide, country by country, and we may switch Yup or a feature off in a country. Wherever you live, this policy applies, and so do the data protection laws of your country where they apply to us. If your law gives you more rights than this policy, you have them too. To use any right, write to the Grievance Officer (section 14) or use the app's own controls (section 9). You can also complain to the data protection authority of your country.

15.2 European Union, European Economic Area and United Kingdom

We are the controller of your personal data. Our representative in the European Union is [EU representative], and in the United Kingdom [UK representative]; you can contact them instead of us about anything in this policy.

Legal bases. We use your data on these legal bases under the GDPR and the UK GDPR:

Purpose	Legal basis
Your account and sign-in, your people, YUPs and matching, plans, chat, calls, stories, birthdays, Discover and the other features you choose to use; help and support	Performance of our contract with you (the Terms of Use)
Optional features that ask for your consent in the app: location and friends nearby, contacts, calendar, notifications, birthday sharing, friends of friends, meeting through you, verified people nearby and the ID check, your Yup agent, product analytics, offers from partners and sponsored suggestions; the optional details you add to your profile	Your consent, which you can withdraw at any time
Sharing your first name and number with a place when you press Reserve	Your consent, and performance of the booking you ask for
Safety reports and moderation, preventing fraud and abuse, the security log, keeping Yup secure, counting website visits and using totals of 10 or more people to improve Yup	Our legitimate interests in keeping people safe and Yup secure and working. You can object to this use
Tax and accounting records, answering lawful requests from authorities, our duties under the IT Rules	A legal obligation, or our legitimate interest in meeting the laws of India that apply to us
Protecting someone's life or safety in an emergency	Vital interests

We do not use special categories of personal data (such as health, religion or sexual orientation), and we do not make decisions based solely on automated processing that have legal or similarly significant effects on you. Matching and suggestions are automatic, but you decide every plan.

Your rights. You can ask for access to your data, for its correction or erasure, to restrict its use, and for a copy in a machine-readable format (portability). You can object to our use based on legitimate interests,

and withdraw consent at any time. We answer within one month, or within three months for a complex request, and we tell you if we need longer.

International transfers. We are based in India and store your data in India. Where the GDPR or the UK GDPR treats sending your data to India, or to a service provider in another country, as a transfer, we protect it with the Standard Contractual Clauses approved by the European Commission (for the United Kingdom, with the UK International Data Transfer Addendum), or another safeguard the law allows, together with the security measures in section 11. You can ask the Grievance Officer for a copy.

Complaints. You can complain to the data protection authority of the country where you live or work, or where you think the law was broken; in the United Kingdom, to the Information Commissioner's Office.

15.3 California and other US states

Notice at collection. This table shows the categories of personal information we collect, as the California Consumer Privacy Act (as amended by the California Privacy Rights Act) names them. Section 3 explains each purpose, section 8 how long we keep each item, and section 6 who receives it for a business purpose.

Category	What it is in Yup
Identifiers	Your mobile number (kept as a keyed code and its last 3 digits), your account id, your phone's push address, a keyed code of your internet address
Personal records	Your first name and photo
Characteristics of protected classifications	Your "18 or older" confirmation; your gender and birthday, if you add them
Commercial information	Bookings, payments and Yup+ records
Internet or other electronic network activity	What you do in the app (YUPs, matches, plans and answers), the security log, website page counts
Geolocation data	A rough area of about 5 km and city names; never your precise location
Audio, electronic and visual information	Photos, voice notes and stories you share; calls are not recorded
Inferences	Your interests and YUP Profile picks, used for suggestions
Sensitive personal information	Your account sign-in (a keyed code of your number and a one-time code kept as a hash for 5 minutes). We do not collect precise geolocation or government identity numbers

We collect this information from you, from your phone and from your friends on Yup (for example when they add you). We use sensitive personal information only to provide Yup and keep it secure, as the law allows without a right to limit it.

No sale or sharing. We do not sell your personal information, and we do not share it for cross-context behavioural advertising. We have not done so in the past 12 months, and we do not knowingly sell or share the data of anyone under 16 (Yup is for adults only). So we do not show a "Do Not Sell or Share My Personal Information" link. If this ever changes, we will update this policy first, add that link, and honour opt-out preference signals such as Global Privacy Control.

Your rights. You can ask to know what personal information we collect, use and disclose, and to get a copy; to delete it; to correct it; and to opt out of its sale or sharing (which we do not do). You can use an authorised agent. We verify your request, usually with a sign-in code sent to your number, and answer within 45 days (or 90 days, with notice). We will not treat you differently for using your rights.

Other US states. If you live in another state with a consumer privacy law (such as Virginia, Colorado, Connecticut, Utah, Texas or Oregon), you have similar rights to confirm, access, correct, delete and get a copy of your data, and to opt out of targeted advertising, sale and profiling with legal or similarly significant effects. We do none of these. If we refuse a request, you can appeal by replying to our answer; if we refuse the appeal, you can complain to your state's Attorney General.

15.4 Brazil

Under the Lei Geral de Proteção de Dados (LGPD) we rely on your consent, the performance of our contract with you, our legitimate interests, legal obligations and the protection of life, as the table in section 15.2 shows. You can ask us to confirm that we process your data, to access, correct, anonymise, block or delete it, to port it, to know with whom we share it, and to withdraw consent. We protect transfers abroad with the safeguards the LGPD allows. You can complain to the Autoridade Nacional de Proteção de Dados (ANPD).

15.5 Canada

We handle your data under the Personal Information Protection and Electronic Documents Act (PIPEDA) and provincial laws where they apply, with your consent and for the purposes in section 3. Your data is stored in India and may be processed in the countries where our service providers work, where courts and authorities may lawfully ask for it. You can access and correct your data, withdraw consent, and complain to the Office of the Privacy Commissioner of Canada.

15.6 Australia

We handle your data under the Privacy Act 1988 and the Australian Privacy Principles. We disclose it to recipients outside Australia: to us in India and to the service providers in section 6. You can access and correct your data. Please complain to us first; if you are not satisfied, you can complain to the Office of the Australian Information Commissioner.

15.7 Singapore

We handle your data under the Personal Data Protection Act 2012 with your consent, for the purposes in section 3. When we transfer it outside Singapore, we make sure it keeps a comparable standard of protection. You can access and correct your data and withdraw consent. Our data protection officer is the Grievance Officer (section 14). You can complain to the Personal Data Protection Commission.

15.8 India

India's DPDP Act and its Rules, and the IT Rules, apply to everyone who uses Yup, as sections 1 to 14 explain.

16. Language

The app is in English by default and may offer the local language of your area. This policy is written in English. If we give it in another language, the translation is for your convenience; if the two differ, the English text applies, unless your local law requires otherwise.

17. Changes to this policy

We will tell you in the app before an important change applies, show the date of the change at the top of this policy, and ask for your consent again where the law requires it. We also remind everyone of this policy at least once a year.