Terms of Use

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

These are the rules for using Yup For It, in plain words. Please read them with our Privacy Policy. Anything in square brackets is still to be decided.

1. Who we are

Yup For It ("Yup", "we", "us") is run by 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.

These terms are an agreement between you and us when you use the Yup app, the web app, our website at yupforit.com or anything else we offer under the Yup name, in any country. The following are part of these terms: our Privacy Policy, Community Guidelines & Safety Policy, Child Safety Standards Policy, Refund & Cancellation Policy, Advertising & Sponsored Content Policy and Grievance Redressal Policy. Businesses that join as partners also accept our Partner Terms.

By creating an account or using Yup, you accept these terms. If you do not accept them, please do not use Yup.

2. Who can use Yup

- You must be 18 or older, and old enough to make a binding agreement under the law of India and of the country where you live. Yup is never for anyone under 18.
- You need a mobile number that is your own, from a country where Yup is available. One person, one account.
- You must not have been banned from Yup before.
- You must not use Yup where the law forbids it, or if you are on a government list of people with whom business is restricted (a sanctions list).
- Yup is offered worldwide, country by country. We may offer Yup, or a feature, in some countries and not others, and we may switch Yup or a feature off in a country at any time, for example when the law there requires it.
- During the pilot, Yup is invite-only and opens country by country and city by city. You need a friend's invite or a pilot code, and some features work only where they are switched on (we mark them "(when on)").

3. Your account

- You sign in with a 6-digit code we send to your phone by SMS. It works for 5 minutes. Where it is on, you can also sign in with a Google or Apple account you linked.
- Keep your phone and your codes to yourself. Never share a code with anyone, including people who say they work for Yup. We will never ask you for it.
- You are responsible for what happens on your account. If you think someone else has used it, write to us at support@yupforit.com at once.
- Keep your details true. Use your real first name, and do not pretend to be someone else.
- You can delete your account at any time, in the app (YOU, then Privacy & controls, then Delete account) or on our website at yupforit.com/delete-account.

4. How Yup works

Yup helps people who already know each other make plans together, and suggests places to go. It is not a dating or matchmaking service, and it does not introduce you to strangers, except through verified people nearby if you choose it (when on).

You say YUP to an idea, a time and, if you like, the friends it is for. Your YUPs are private, unless you choose "Tell my friends" for one YUP, which shows it to your friends so they can join. Yup looks for matches among people who added each other (and, only if you choose it and when on, friends of your friends or verified people nearby). Nobody sees who is in a match until everyone has said "still up for it?", and nobody ever learns who said no. You can call your people and your plan's members, and keep a plan's story with its members (when on). Friends nearby (when on) tells you and a friend when one of you is visiting the other's city, by the city's name only.

Suggestions (ideas, times, places, a plan from your Yup agent) are help, not promises: you decide what to do. We do not promise that a plan will happen, or that a place is open, safe or as described. Features are switched on over time, country by country and city by city, and some may change or stop.

5. The community rules

Yup is for real plans with real people. In short, you agree not to:

- harass, threaten, bully, stalk or hurt anyone, in the app, on a call or in person;
- use friends nearby, a city name, a call, a plan or anything else in Yup to track, follow or watch where someone is, or to turn up where you were not invited;
- share sexual, hateful, violent or illegal content, or anything involving a child;
- share someone else's number, photos, plans, chat, story or call without asking; record or capture a call, or share such a recording, without the consent of everyone in it;
- pretend to be someone else, give false details (including in an ID check), open a fake account, or open more than one account;
- let anyone under 18 use Yup, or use it yourself if you are under 18;
- use Yup for ads, spam, selling, scams, fundraising or recruiting;
- try to find out other people's YUPs or answers, break our security, scrape the service or its data, use bots or automated access, or copy or resell any part of Yup;
- upload viruses or harmful code, or try to overload or disrupt our systems;
- break any law that applies to you, in India or in the country where you are.

The full rules, including the kinds of content the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (the IT Rules) forbid, are in our Community Guidelines & Safety Policy. They are part of these terms.

6. Meeting in person, and emergencies

You decide whether to meet anyone. You meet people at your own risk, and you are responsible for your own safety and choices.

We do not run background checks, and we do not check anyone's identity, character or behaviour. The one exception is the ID check for verified people nearby (when on): it only tells us that a person is verified and 18 or older, and it is not a promise about who they are or how they will behave. Plans with people you met through "verified people nearby" use listed public places only.

Stay safe: meet in public places, tell someone you trust where you are going, go and come back your own way, keep your home address and money details to yourself until you trust someone, and leave whenever you want. Our Community Guidelines & Safety Policy has more tips.

Yup is not an emergency service and cannot send help. If you are 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.

7. Your content

Your profile, YUPs, messages, photos, voice notes, story moments and answers stay yours. To run Yup, you give us a worldwide, non-exclusive, royalty-free licence to host, store, copy, transmit, display and adapt (for example, resize a photo) your content, only to provide Yup to you and to the people you choose to share it with, and only for as long as we keep it under our Privacy Policy. Our service providers may do the same, only to help us run Yup, in the places the Privacy Policy names. The licence ends when the content is deleted, except for copies we must keep by law or with a safety report.

You promise that you have the right to share what you share, and that it does not break these terms or anyone's rights. Use what others share with you only inside Yup, and never to harm them.

We never record calls. Do not record or capture a call without the consent of everyone in it, and follow the law of the country where you are.

For what people share with each other, Yup is an intermediary under the Information Technology Act, 2000: we do not start the message, choose who receives it, or change what it says. Our staff never read your chats or stories and never listen to your calls; they see a message only when someone reports it. We may remove or block content that breaks these terms or the law, and keep it for as long as the law requires (section 14).

Plan chats are deleted 7 days after the plan. We never sell your data and never use your YUPs for ads.

8. Our content, names and logo

The app, the web app, the website, their design, texts, graphics, activity clips and posters, and the software behind them belong to Conmate E-Commerce Private Limited or to those who license them to us.

"Yup For It", "Yup", the word "YUP" as used in the app, the Yup For It logo, the tagline "See Who Else Is Up for It" and the bolt are trade marks of Conmate E-Commerce Private Limited, registered or applied for. You may not use them, or anything confusingly similar, without our written permission, except as our Trademark & Brand Usage Guidelines allow.

We give you a personal, non-transferable, non-exclusive, revocable right to use the Yup app and the web app for your own non-commercial use, under these terms. You may not copy, change, sell or rent the app, take apart or reverse-engineer its code (except where the law allows it), or get around its security.

Some parts belong to others and are used under their licences: for example, map data © OpenStreetMap contributors, under the Open Database Licence, photos of places from Google Places and Wikimedia Commons with their credits, YouTube videos played in YouTube's own player under YouTube's terms, and the open-source software listed on the licence page in the app.

If you send us ideas or feedback, we may use them freely, without paying you or naming you.

9. AI features

Some features use AI services to understand an idea, write short lines, suggest plans and make activity clips. They get only the minimum, with phone numbers and other details removed, as the Privacy Policy explains.

AI never decides who matches, never confirms anything for you, never invites outside people, never spends money, never changes your privacy settings, and never reveals a private YUP or your location. AI suggestions can be wrong: check what matters to you, and do not treat them as professional advice.

10. Places, bookings and payments (when on)

- Partner places, ticketing partners and brands are independent businesses, not our agents or employees. A booking is an agreement between you and the place. Its rules, prices, refund rules, safety, licences and service are its own, and they are shown before you book or pay. Yup helps you find and book places; it does not provide the place's service and is not responsible for it.
- When you press Reserve, you agree to share your first name and phone number with that place, for that booking only.
- Paying in the app happens on the payment gateway's own page (Razorpay). Only the person who booked pays. Yup never sees your card, UPI or bank details. Prices are charged in Indian rupees in India and in US dollars elsewhere (section 16).
- Refunds follow the place's published rules, shown before you pay, and our Refund & Cancellation Policy. Everything you paid comes back automatically when the place declines or cancels, the request expires, or the plan or the slot is cancelled. Yup itself charges you no booking or cancellation fee.
- Places marked "Partner" may pay Yup a fee for bookings. A fee never lifts a worse fit above a better one. You can turn off offers from partners in Privacy & controls.
- If you book and do not come, booking in the app may pause for your account for a while (for example, 30 days after two no-shows in 60 days). Only you are told.
- Tickets for movies and events, and pages behind "Reserve" or "Get tickets" links, are sold on the partner's own page, under its own terms.

11. Yup+ (when on)

Yup+ is an optional subscription sold through Google Play or the App Store, at the price and in the currency the store shows in your country, with any free trial the store offers. The store bills it and renews it until you cancel in the store. Deleting your Yup account does not cancel it. Refunds follow the store's rules (see our Refund & Cancellation Policy).

Yup+ never changes who you match with, never gives you more or better matches, and never shows who said YUP. Matching stays free.

12. Sponsored suggestions and Yup agents (when on)

A brand may suggest a real plan at its own place, always labelled "Sponsored". It is chosen from your own interests, your rough area and the time, never by anything a brand knows about you, and the brand learns nothing about who saw it. You can turn sponsored suggestions off. See our Advertising & Sponsored Content Policy.

Your Yup agent proposes one plan from what you told it. Nothing is booked or paid without every person's own tap, within the spending limits shown in the app. You can pause your agent or make it forget everything at any time.

13. Communities and verified people nearby (when on)

You may choose to meet verified people nearby for an activity. You need an ID check through our ID check provider, which tells us only "verified, 18 or older" or not, and an account at least 30 days old. These plans are for groups of 3 or more, at listed public places. If 2 or more people of a plan say someone did not come, that person may get fewer such matches or a pause; nobody is told who said it, and you can ask for a review in the app.

14. Reports, blocks and what we do

- You can report or block anyone from PEOPLE, or by pressing and holding a chat message. The other person is never told who reported or blocked them. A block also stops their calls and their friends nearby alerts.
- Our team looks at every report. We may remove content, warn, pause a feature for an account (such as calls, friends nearby, meeting people nearby or booking in the app), suspend an account, or close it for good. We choose the step that fits what happened, and act at once when someone may be in danger or a child is involved. Because we never record calls, we cannot review what was said or shown in a call; tell us what happened in your report.
- We keep what we need to deal with a report and what the law requires. When we remove content because of a court order, a government order or a complaint, we keep it and the related records for 180 days, or longer if an authority asks.
- If you disagree with a decision, ask for a review in the app, or write to the Grievance Officer (section 21). We answer within 15 days.

15. Suspension and closing an account

You can stop using Yup and delete your account at any time.

We may suspend or close your account, or stop a feature for you, at once and without notice where needed, if you break these terms or the law, if you put others at risk, if we suspect fraud or misuse, if the law or an authority requires it, or if we stop offering Yup or a feature in your country. Where it is safe and lawful, we tell you why, and you can ask for a review (section 14). When an account is closed, your data is handled as our Privacy Policy and Account Deletion & Data Retention Policy say. Sections 5 to 9 and 17 to 23 continue to apply after an account ends.

16. Price, currencies and taxes

Yup is free to use, and matching stays free. Paid things (Yup+, paying a place in the app) are optional and are shown with their price before you pay.

- Payments in the app are charged in Indian rupees (INR) in India and in US dollars (USD) everywhere else. Yup+ is charged by the store, in the currency it shows.
- The app may also show an approximate amount in your local currency, for information only, at an exchange rate that changes daily. You pay the amount in the currency charged.
- Your bank or card issuer may add currency conversion or foreign transaction fees. These are between you and them.
- Taxes are added as the law requires: GST in India, and VAT, GST or sales tax elsewhere.
- Refunds go back in the currency and to the method you were charged. The amount in your local currency may differ from what you paid because exchange rates change.

17. Disclaimers

Yup is a pilot. We work hard to keep it safe, private and running, but to the extent the law allows, we provide it "as is" and "as available", without any promise or warranty, express or implied, including that it is fit for a particular purpose, of satisfactory quality or free of infringement. In particular:

- we do not promise that Yup will always be available, in every country, or free of errors, or that a call will connect or stay clear;
- we do not promise that a plan will happen, that a person will come, or that a place is open, safe or as described;
- we do not check people, places or what people share in advance, except as our policies say;
- places, ticketing partners and brands are responsible for their own services, offers and conduct;

- maps, weather, places data, place photos and videos, and AI suggestions come from outside services and may be wrong;
- Yup is not an emergency service and cannot send help.

Some laws do not allow some of these exclusions. Then they apply only as far as the law allows.

18. Limits of our liability

To the extent the law that applies allows:

- we are not liable for indirect or consequential loss, or for loss of profit, data, goodwill or opportunity;
- we are not liable for what other people, places, partners or brands do or fail to do, in the app, on a call or in person;
- our total liability to you for all claims together is limited to the greater of the amount you paid us (for example for Yup+) in the 12 months before the claim arose, or [₹1,000] (or the same amount in US dollars if you live outside India).

Nothing in these terms limits our liability for death or personal injury caused by our negligence, for fraud, or for anything that the law does not allow us to limit, and nothing takes away your rights as a consumer under the Consumer Protection Act, 2019 or under the mandatory consumer laws of the country where you live.

19. Your responsibility to us

To the extent the law allows, you will make good any loss, damage or cost (including reasonable legal fees) that we suffer because you broke these terms or the law, because you misused Yup (for example to track, harass or deceive someone), or because of content you shared, for example a claim by another person that your content broke their rights. This does not apply to the extent we caused the loss.

20. Law and disputes

These terms are governed by the laws of India. Subject to the next paragraphs, the courts at Ahmedabad have exclusive jurisdiction.

If you live outside India, you also keep the protection of the mandatory laws of the country where you live, and you may bring a claim in the courts there if that law gives you that right.

Before going to court, please write to us so we can try to sort it out. Nothing here stops you from going to a consumer commission under the Consumer Protection Act, 2019 or to a consumer body of your own country, or from complaining to the Data Protection Board of India or to the data protection authority of your country about your personal data.

21. Grievance Officer

As the IT Rules and the Consumer Protection (E-Commerce) Rules, 2020 require, our Grievance Officer handles complaints about Yup, about content, and about these terms, from every country:

Contact	Details
Name	[grievance officer name], Grievance Officer
E-mail	support@yupforit.com

Contact	Details
Phone	+91 99982 41859
Post	Conmate E-Commerce Private Limited, 802/D, Status 1, Manilaxmi CHS Ltd., Opp. Doordarshan, Thaltej, Ahmedabad, Gujarat 380054, India
In the app	YOU, then Help & Support, then Report a problem

We acknowledge a complaint within 24 hours and resolve it within 15 days. A complaint asking us to remove content that breaks the IT Rules is acted on within 72 hours. Content that shows a person's private parts or nudity, shows them in a sexual act, or impersonates them (including morphed images) is removed within [24 hours, or the shorter time set by later amendments to the IT Rules] of their complaint. If you are not satisfied with the Grievance Officer's decision, you may appeal to the Grievance Appellate Committee set up under the IT Rules within 30 days. Our Grievance Redressal Policy has the details.

22. Changes to these terms

We may change these terms, for example when we add a feature, offer Yup in a new country or the law changes. We will tell you in the app before an important change applies, with reasonable notice: at least [30 days] when a change reduces your rights, unless the law or people's safety needs it sooner. The date at the top shows the version. If you keep using Yup after a change applies, the new terms apply; if you do not accept them, you can delete your account. We remind everyone of these terms, our Privacy Policy and our Community Guidelines at least once a year, as the IT Rules require.

23. General

- These terms, with the policies named in section 1, are the whole agreement between you and us about Yup.
- If a court finds part of these terms invalid, the rest still applies, and the invalid part is read as closely to its purpose as the law allows.
- If we do not enforce a right at once, we have not given it up.
- We may transfer these terms to a company in our group or to a company that takes over Yup, and we will tell you; your rights under these terms and the law stay the same. You may not transfer your account or these terms.
- We are not responsible for delays or failures caused by events beyond our reasonable control, such as natural disasters, epidemics, war, riots, government orders, strikes, power or internet failures, attacks on our systems, and failures of the services we depend on.
- We give you notices in the app (in your inbox, or a notice when you open the app) or on our website. You give us notices by e-mail to support@yupforit.com, or by post to the address in section 21. A notice counts as received on the next working day after it is sent.
- Nothing in these terms makes you and us partners, or makes either of us the other's agent or employee.
- The app is in English by default and may offer the local language of your area. These terms are written in English; a translation is for your convenience only, and if the texts differ, the English text applies.

- These terms are an electronic record under the Information Technology Act, 2000 and need no physical or digital signature.

24. Contact

Questions about these terms: support@yupforit.com. Complaints: the Grievance Officer (section 21). Businesses: see our Partner Terms or write to support@yupforit.com.