

YOUR INFORMATION

Privacy Policy

How JVRD Ventures LLP collects, uses, enriches, shares, secures and retains personal data across its website, property enquiries, sales and marketing operations, and its customer-relationship and communications platform.

DATA FIDUCIARY	VERSION	EFFECTIVE DATE	GOVERNING LAW
JVRD Ventures LLP	1.0	16 July 2026	India (DPDP Act 2023)

READ THIS FIRST

By sharing your details with JVRD — through a form, a phone call, a WhatsApp or other message, a site visit, an event, a property portal, or a developer or channel partner acting on your behalf — and by continuing to engage with us, **you agree to this Privacy Policy and to our [Terms of Use](#)**, and you consent to being contacted and served as described below, including by automated and AI-assisted systems. If you do not agree, please do not submit your information and tell us to stop.

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01 Who we are and what this policy covers

JVRD Ventures LLP (“**JVRD**”, “**we**”, “**us**” or “**our**”) is a real estate sales, marketing, advisory and project-management partner. Our registered office is 1st Floor, Flat No. 101, GNR Platinum Fort, Horamavu, Bengaluru Urban, Karnataka 560043. GSTIN: 29AANFJ4699P1Z2.

For the purposes of the Digital Personal Data Protection Act, 2023 (“**DPDP Act**”), JVRD is the **Data Fiduciary** that determines the purpose and means of processing the personal data described here. This policy applies to personal data we handle through our website (jvrd.in), email, telephone, messaging, meetings, property enquiries, marketing and sales activity, client engagements, and our customer-relationship and communications platform (the “**CRM Platform**”) through which we capture leads, manage the buyer journey, and send service and marketing communications.

We engage technology and processing partners to build and operate parts of the CRM Platform and our communications. They act as our **Data Processors** under written contract and may only process personal data on our documented instructions. Where a developer, property owner or other partner engages JVRD to act on its behalf, that organisation may also be a Data Fiduciary and may have its own privacy notice, which will apply alongside this one.

02 Key terms

Personal data	Any data about an individual who is identifiable by or in relation to such data.
Data Principal	The individual to whom the personal data relates — in most cases, you.
Processing	Any operation on personal data — collection, storage, use, enrichment, sharing, or erasure.

CRM Platform	JVRD's customer-relationship and communications system used to capture, qualify, contact and manage leads and customers.
Lead / Enquiry	Contact and interest details voluntarily provided by, or on behalf of, a prospective buyer or customer.

03 How your personal data comes to us

We receive personal data through the following channels, each of which is a point at which this policy applies:

- **Directly from you** — website enquiry and landing-page forms, phone calls, WhatsApp and other messaging, email, site visits, walk-ins, events, exhibitions and campaigns.
- **From a developer, property owner, channel partner, broker or referrer** who shares your details with us in connection with a project, having represented that it is entitled to do so and has obtained any consent required.
- **From property portals and lead sources** (for example listing platforms and advertising networks) where you have submitted an enquiry that is routed to JVRD.
- **Automatically**, in limited technical form, when you use our website or click our links or messages (see Section 11 and our Cookie Policy).
- **From lawful third-party and public sources** used to validate or enrich the information we already hold (see Section 7).

04 Personal data we may collect

IDENTITY & CONTACT

- Name, and where relevant employer, business or profession.
- Mobile number, email address, WhatsApp number, city and locality.

ENQUIRY & REQUIREMENT

- Project, property type, budget range, configuration, location and timeline of interest.
- Purpose (self-use or investment), financing preference and other stated preferences.

INTERACTION & ENGAGEMENT

- Call logs and **call recordings**, message history, notes, meeting and site-visit records, appointment and follow-up history, and campaign responses.
- Lead status, qualification score, stage in the buyer journey, and outcome.

- Engagement signals such as message delivery/read status and link or content clicks.

TRANSACTION & RELATIONSHIP

- Booking, contract, billing and service information where you proceed to a transaction.
- Correspondence, feedback and grievance records.

TECHNICAL

- IP address, device and browser type, pages requested, timestamps and diagnostic or security logs.

PLEASE AVOID

Do not send government identification numbers, financial-account credentials, passwords, or other highly sensitive information through a general enquiry, message or form. If a verification step ever requires such information, we will ask for only what is reasonably necessary through a secure channel.

05 How your consent is given — and what it covers

We rely on your consent, and on the legitimate uses permitted by the DPDP Act, to process your personal data. Consent is obtained and evidenced in the following ways:

- **By voluntarily providing your details for a real estate enquiry.** When you share your contact and requirement information for the purpose of receiving information, assistance or a call-back about a property or project, you are understood to have voluntarily provided that data for that specified purpose, and you consent to JVRD (and its processors) contacting you and processing the data to fulfil and follow up on your enquiry.
- **By accepting at the point of capture.** Where a form, landing page, chat or message flow presents a consent statement or a link to this policy and the Terms of Use, submitting the form or continuing the conversation constitutes acceptance.
- **By a source acting on your behalf.** Where a developer, channel partner, broker, referrer or portal provides your details, they confirm to us that they are authorised to share them and have obtained any consent required. JVRD additionally identifies itself in first contact and offers an immediate and continuing option to opt out.
- **By verbal confirmation on a recorded call,** or by a documented opt-in such as replying to a message, clicking an opt-in link, or messaging us first on WhatsApp.

Your consent covers the purposes in Section 6, including being contacted by phone, WhatsApp, SMS, RCS and email for service and, where you have not opted out, promotional purposes; the recording of calls; enrichment and validation of your data; and automated and AI-assisted processing. You may **withdraw**

consent for future processing at any time (Section 13); withdrawal does not affect processing already carried out or data we are required or permitted to retain.

06 How and why we use personal data

- Respond to your enquiry and share information about a property, project or requirement.
- Capture, qualify, score, route, nurture and follow up leads through the CRM Platform.
- Plan and conduct calls, site visits, meetings, negotiations and closures.
- Send **service communications** (acknowledgements, scheduling, reminders, updates and responses) across phone, WhatsApp, SMS, RCS and email.
- Send **marketing and promotional communications** about projects, offers and events where you have not opted out, in line with applicable law.
- Validate and **enrich** lead data to improve accuracy and relevance (Section 7).
- Operate **automated and AI-assisted** workflows such as scoring, routing, response drafting, translation and re-engagement (Section 9).
- Maintain business records, manage contracts, billing and reporting, and provide services to the developers and clients we represent.
- Operate, secure, troubleshoot and improve our website, CRM Platform and systems.
- Prevent fraud and misuse, resolve disputes, and establish, exercise or defend legal claims.
- Comply with legal, regulatory, tax, accounting and contractual obligations.

07 Data enrichment and validation

To keep records accurate and to serve you relevant information, we may verify, correct, complete or supplement the data we hold about you using lawful sources. This may include:

- Validating contact details (for example, confirming a reachable number or a working messaging channel) and de-duplicating repeated enquiries.
- Appending non-sensitive attributes such as locality, project or preference indicators derived from your enquiries and interactions.
- Cross-referencing lawful third-party, partner or publicly available business information, and JVRD's own market datasets, to improve targeting and reduce irrelevant contact.

Enrichment is used to improve relevance, accuracy and service quality. We do not use it to infer sensitive personal characteristics, and we apply the same retention, security and rights provisions to enriched data as to data you provide directly.

08 Calls, WhatsApp, SMS and marketing automation

JVRD contacts and serves customers through voice calls and messaging channels, including the WhatsApp Business Platform, SMS, RCS and email, operated through the CRM Platform and our communications providers.

- **Call recording.** Inbound and outbound calls may be recorded and stored for quality, training, verification, dispute-resolution and record-keeping purposes. Where required, a notice of recording is provided at the start of the call; continuing the call indicates consent to the recording.
- **Automated & scheduled messaging.** We may send automated, templated, drip and triggered messages (for example acknowledgements, reminders, re-engagement and campaign messages) through approved channels.
- **Promotional communications and preferences.** Marketing communications are sent where you have not opted out. You can opt out of marketing at any time — reply “STOP” (or the stated keyword) on a messaging channel, use an unsubscribe option, or contact us — and we will stop promotional messages while continuing any essential service messages relating to a live transaction.
- **Regulatory position.** Where you provide your number and consent to be contacted, that consent applies to contact by JVRD and its processors for the purposes in this policy. This does not override your right to opt out at any time. Our commercial-communication practices are intended to align with applicable Indian regulations, including telecom commercial-communication rules and the messaging platforms’ own policies.

09 Automated and AI-assisted processing

The CRM Platform uses automated logic and AI-assisted tools to operate efficiently. These may:

- Score and prioritise leads and route them to the right team member.
- Draft or suggest replies, translate messages across languages, and summarise interactions.
- Detect intent or interest signals and trigger appropriate follow-up or re-engagement.

These tools support our team; they assist human decision-making rather than replace it for significant decisions about you. We take reasonable steps to keep this processing accurate and fair. You may contact us to ask about, or object to, automated handling of your enquiry, and to request human review where appropriate.

10 When personal data may be shared

We share personal data only as reasonably necessary, with:

- **Developers, property owners and clients** we represent, in connection with your enquiry or transaction.

- **Channel partners, brokers and service teams** involved in a requested property or service.
- **Data Processors and sub-processors** — technology, hosting, cloud, communications (including telephony and messaging-platform providers), analytics and operational service providers — under written contract and on our instructions.
- **Professional advisers, auditors, regulators, courts and authorities** where required, permitted or appropriate.
- A **successor** in a lawful merger, restructuring or transfer of business.

We do **not** sell personal data as a standalone product. Where we share data with a developer or client who then uses it as its own Data Fiduciary, that organisation is responsible for its own handling under its own policy.

11 Storage, cross-border transfers and security

Personal data is stored in secured cloud and business systems operated by JVRD and its processors. Some providers — including cloud hosting and the messaging and telephony platforms we use — may store or process data on servers located outside India. Where that occurs, we take reasonable steps to apply appropriate contractual and organisational safeguards and to comply with transfer conditions and restrictions under applicable law.

We apply administrative, technical and organisational safeguards appropriate to the data and risk, including access controls, role-based permissions, encryption in transit, activity logging and processor confidentiality obligations. No system can be guaranteed completely secure; you share information electronically at your own discretion, and we ask you to use care.

12 Retention

We retain personal data only for as long as reasonably necessary for the purposes in this policy, our continuing relationship, legitimate record-keeping, or a legal, tax, contractual, security or dispute-resolution requirement. Active-lead and enquiry data is retained while the opportunity is live and for a reasonable follow-up and re-engagement period thereafter. When data is no longer needed, we take reasonable steps to delete, anonymise or securely archive it. Where you opt out or request deletion, we may keep a minimal **suppression record** (such as a number or email flagged “do not contact”) so that your preference is honoured.

13 Your rights and choices

Subject to the DPDP Act and other applicable law, you may:

- **Access** — obtain a summary of the personal data we process about you and how.
- **Correct, complete or update** — ask us to fix inaccurate or incomplete data.

- **Erase** — ask us to delete personal data that is no longer required for the purpose it was collected, subject to lawful exceptions.
- **Withdraw consent** — for future processing, as easily as it was given.
- **Opt out of marketing** — stop promotional communications at any time.
- **Nominate** — nominate another individual to exercise your rights in the event of death or incapacity.
- **Grieve** — raise a concern about how your data has been handled (Section 14).

Submit a request via the [Data Deletion & Privacy Request](#) route, by emailing info@jvrdventures.com, or by contacting our Grievance Officer. We may ask for information reasonably necessary to verify your identity and locate your records, and we will respond within the time required by applicable law. Rights are subject to exceptions — for example, we may retain data required for legal, contractual, security, fraud-prevention, suppression or legal-claim purposes.

14 Grievance redressal

If you have a concern about how JVRD handles your personal data, contact our Grievance Officer using the details below. We will acknowledge and address grievances within the timelines required under applicable law. If you are not satisfied with our response, you may escalate to the Data Protection Board of India in accordance with the DPDP Act.

GRIEVANCE OFFICER & PRIVACY CONTACT

Attn: Grievance Officer — Data Protection

Email: info@jvrdventures.com

Phone: **+91 73384 21340**

1st Floor, Flat No. 101, GNR Platinum Fort, Horamavu, Bengaluru Urban, Karnataka 560043

15 Children

Our website, services and CRM Platform are directed to adults transacting in real estate and to business contacts. We do not knowingly collect personal data of children (individuals under 18) without verifiable parental or lawful-guardian consent, and we do not use such data for tracking or targeted advertising. If you believe a child's data has been provided to us, contact us and we will take appropriate steps.

16 Changes and contact

We may update this policy to reflect operational, legal, technological or service changes. The effective date above identifies the current version, and material changes will be communicated where appropriate. Your

continued engagement after an update constitutes acceptance of the revised policy. For any question about this policy or your personal data, contact us at info@jvrventures.com or +91 73384 21340.

This Privacy Policy should be read together with JVRD's Terms of Use and Cookie Policy. It is provided as JVRD's general privacy notice and does not constitute legal advice to any individual. JVRD recommends periodic review of this document against the current requirements of the DPDP Act, its rules, and applicable telecom and consumer regulations.