

Privacy Policy

Effective Date: September 20, 2026

Website: www.paribhaasha.com

Owned and operated by: ParibhaAsha HeritEdge Lab Private Limited

ParibhaAsha HeritEdge Lab Private Limited values the privacy of its users, readers, contributors, subscribers, participants, patrons, and visitors. This Privacy Policy explains how we collect, use, store, process, and protect your personal information when you visit our website, subscribe to our publications, register for events, purchase products or services, submit content, or interact with any of our digital platforms.

This policy is intended to align with applicable Indian laws, including the Digital Personal Data Protection Act, 2023, and relevant consumer protection principles. The National Consumer Helpline, operated by the Department of Consumer Affairs, also provides official assistance for consumer grievances in India.

1. Information We Collect

We may collect the following types of information:

Personal Information

This may include your name, email address, phone number, billing address, shipping address, organisation name, designation, and any other information you voluntarily provide while filling forms, making purchases, registering for events, subscribing to newsletters, or contacting us.

Payment and Transaction Information

When you purchase a publication, subscription, event ticket, product, service, or make a contribution, payment-related information may be processed through third-party payment gateways. We do not store full card details, UPI credentials, net banking passwords, or other sensitive financial credentials on our website.

Communication Information

If you contact us through email, forms, WhatsApp links, social media, or customer support channels, we may retain the communication for response, service improvement, legal, accounting, and administrative purposes.

Content Submission Information

If you submit articles, artwork, photographs, proposals, research material, event details, contributor profiles, or any other content, we may collect your name, bio, contact details, social media handles, institutional affiliation, and the submitted material.

Technical and Usage Information

We may collect information such as IP address, browser type, device type, pages visited, time spent on the website, referring links, and general interaction data through cookies, analytics tools, and similar technologies.

E-book and Reading Activity Information

When you read an e-book or a free classic in our reader, we collect reading progress, bookmarks, highlights, annotations, and device or licence identifiers associated with your account. We also apply session controls to limit simultaneous use, and the reading copy may carry a watermark that embeds identifying information

about the buyer, to deter unauthorised sharing. We use this information to personalise your reading experience, to compute seller royalties, to protect titles from misuse, and for aggregate research into reading patterns. This information is not shared beyond what Section 5 of this Privacy Policy already permits.

Marketplace Seller Information

If you list e-books for sale as an author, publisher, or rights holder through our marketplace, we collect your PAN with bank verification, other KYC details required for verification, your bank account or UPI payout details, tax records, grievance contact details, and payout and sales records. We use this information to verify your identity and rights, to pay you, to meet tax and legal obligations, and, for your name and imprint or author profile only, to show your public page. We also keep a record of your acceptance of our agreements: your name, email, the time, the version accepted, and your IP address and browser details. It is not shared beyond what Section 5 of this Privacy Policy already permits.

2. How We Use Your Information

- To process orders, subscriptions, bookings, registrations, purchases, payments, and refunds.
- To deliver publications, products, newsletters, event updates, digital access, and other services.
- To communicate with you regarding your purchases, submissions, participation, queries, or service requests.
- To publish selected contributor names, bios, credits, artwork details, article information, or event-related acknowledgements where applicable.
- To improve our website, products, publications, events, services, and user experience.
- To manage patronage, sponsorship, advertisements, collaborations, institutional partnerships, and community programmes.
- To prevent fraud, misuse, unauthorised access, or illegal activity.
- To comply with applicable legal, tax, accounting, regulatory, and contractual obligations.
- To verify sellers, pay royalties, deduct and report tax, and display seller and author or publisher public pages.

3. Consent

We ask for your clear, affirmative consent when you create an account, whether as a reader or as a seller, and you can only create an account after agreeing to this Privacy Policy and the Terms & Conditions. Using the website without an account does not require an account-level consent, and we collect only the technical information described in Section 4.

Where required, we may seek specific consent for newsletters, marketing communication, publication credits, third-party sharing, photographs, testimonials, or other specific uses.

You may withdraw consent for non-essential communication by writing to us at hello@paribhaasha.com.

4. Cookies and Analytics

Our website may use cookies, pixels, analytics tools, and similar technologies to understand website traffic, improve performance, remember preferences, and analyse visitor behaviour.

You may disable cookies through your browser settings. However, some parts of the website may not function properly if cookies are disabled.

5. Sharing of Information

We do not sell your personal information. Sellers receive only aggregate, de-identified sales and reading data about their titles, never information that identifies a buyer. We may share necessary information with:

- Payment gateway providers.
- Shipping, logistics, courier, or delivery partners.
- Email newsletter and communication service providers.
- Website hosting, cloud storage, analytics, and technology service providers, some of whom may store or process information on servers outside India.
- Payout and tax service providers, for paying sellers and meeting tax obligations.
- Event partners, only where required for participation or coordination.
- Professional advisors, auditors, legal consultants, or regulatory authorities where required.
- Government, law enforcement, or statutory authorities when legally obligated.
- All such sharing is limited to what is reasonably necessary for the relevant purpose.

6. Data Storage and Security

We take reasonable technical, organisational, and administrative measures to protect your information from unauthorised access, misuse, loss, alteration, or disclosure.

However, no method of internet transmission, digital storage, or online communication is completely secure. By using our website, you acknowledge that online data transmission carries inherent risks.

7. Data Retention

We retain personal information only for as long as necessary for the purposes stated in this policy, including legal, tax, accounting, contractual, customer service, and archival requirements.

Contributor records, publication credits, invoices, transaction logs, event records, and legally relevant communications may be retained for longer periods where necessary.

Seller KYC records and tax records are retained for the period required by the applicable tax and company laws, and for as long as needed to resolve any dispute or audit, after which they are deleted or anonymised.

8. Your Rights

Subject to applicable law, you may request:

- Access to your personal information.
- Correction of inaccurate or incomplete information.
- Withdrawal of consent for specific uses.
- Deletion of information, where legally permissible.
- Unsubscription from newsletters or promotional communication.
- To exercise these rights, write to us at hello@paribhaasha.com.

9. Third-Party Links

Our website may contain links to third-party websites, payment gateways, social media platforms, partner websites, ticketing platforms, video platforms, or external resources.

We are not responsible for the privacy practices, terms, content, policies, or security of third-party websites.

10. Children's Privacy

Some of our content, learning resources, events, or cultural education materials may be relevant to children and young learners. However, we do not knowingly collect personal information from a child, meaning anyone under eighteen (18) years of age, without the verifiable consent of a parent or lawful guardian, or of the school or institution acting for them.

Parents, guardians, and institutions are encouraged to supervise children's use of our website and services.

11. Updates to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a revised effective date.

Continued use of the website after updates constitutes acceptance of the revised policy.

12. Grievance Officer

In accordance with the Digital Personal Data Protection Act, 2023 and the Consumer Protection (E-Commerce) Rules, 2020, privacy concerns that remain unresolved through standard support may be escalated to ParibhaAsha's designated Grievance Officer, as set out in Section 12 of the Refund, Cancellation & Return Policy.

Name: Customer Support Team, ParibhaAsha HeritEdge Lab Private Limited

Email: hello@paribhaasha.com

ParibhaAsha shall ordinarily acknowledge an escalation within forty-eight (48) hours and endeavour to resolve it within thirty (30) days.

13. Governing Law and Jurisdiction

This Privacy Policy shall be governed by and construed in accordance with the laws of India.

Subject to applicable law, disputes arising out of or in connection with this Privacy Policy shall be subject to the exclusive jurisdiction of the courts at Bhubaneswar, Odisha.

14. Contact Us

For privacy-related queries, requests, or concerns, contact ParibhaAsha HeritEdge Lab Private Limited.

Email: hello@paribhaasha.com

Phone: (+91) 933-754-2077

Website: www.paribhaasha.com

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