BHEJDE

Privacy Policy

Detailed Edition

This document is a comprehensive, legally detailed companion to the Privacy Policy summary published at bhejde.com/privacy. It applies across all industries served by the BhejDe platform, including logistics & supply chain, hospitality, and real estate, as well as any additional industries BhejDe may serve in the future.

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Contents

1. Introduction
2. Scope of This Policy
3. Definitions
4. Information We Collect
5. Legal Basis for Processing
6. How We Use Your Information
7. How We Share Information
8. Cross-Border Data Transfers
9. Data Security
10. Data Retention
11. Your Rights
12. Children's Privacy
13. Cookies & Tracking Technologies
14. Third-Party Links and Integrations
15. Automated Decision-Making
16. Grievance Officer / Contact
17. Changes to This Policy
18. Relationship to the Summary Privacy Policy

1. Introduction

BhejDe ("BhejDe", "we", "us", or "our") operates a multi-industry business operations and management platform. Our Services are used by organizations across logistics & supply chain, hospitality, and real estate, and we intend to extend the platform to additional industries over time (collectively, the "Services"). This Policy describes how we collect, use, disclose, and safeguard information when you access or use our website, applications, and Services, and explains the choices and rights available to you.

This detailed document supplements the shorter Privacy Policy summary published on our website and should be read together with our Terms of Service.

2. Scope of This Policy

This Policy applies to:

- Visitors to our website and marketing pages.
- Prospective and existing customers ("Tenants") and their authorized users.
- End customers of our Tenants where BhejDe processes data on the Tenant's behalf (for example, hotel or property guests, tenants/occupants, delivery recipients, or vendors).
- Any individual who interacts with the Services, regardless of the industry vertical — logistics, hospitality, real estate, or another industry — in which they are used.

Where BhejDe acts as a data processor or service provider on behalf of a Tenant (for example, processing guest data on behalf of a hospitality Tenant, or occupant data on behalf of a real estate Tenant), the Tenant remains the data controller and is responsible for ensuring it has an appropriate legal basis and notice for its own end users. This Policy describes BhejDe's practices as the underlying platform provider.

3. Definitions

- "Personal Information/Data" means information relating to an identified or identifiable natural person.
- "Tenant" means the business entity that has signed up for BhejDe's Services.
- "Operational Data" means business records generated through use of the Services, such as orders, bookings, invoices, delivery records, or property/unit records.
- "Processor" / "Sub-processor" means a third party that processes Personal Information on our behalf.

4. Information We Collect

4.1 Information You Provide Directly

- Identity & contact information: name, email address, phone number, company/organization name, job title, billing address.
- Account credentials: username, password (stored hashed), multi-factor authentication data.

- Communications: information you provide when contacting support, submitting a form, or requesting a demo.

4.2 Operational Data Generated Through Use of the Services

Depending on the industry vertical and modules a Tenant enables, this may include:

- Logistics & supply chain: purchase orders and requisitions, goods receipt notes, vendor and item master data, warehouse and stock records, dispatch/transfer records, fleet assignments, vehicle and driver details, GPS/location tracking of shipments and vehicles, delivery addresses, and proof-of-delivery records.
- Hospitality: guest names and contact details, booking/reservation details, check-in/check-out records, room or property assignments, service requests, and billing/folio records.
- Real estate: property, project, unit, and org-unit records; tenant/occupant or lead details; site-visit and lease/sale transaction records; maintenance and facility requests.
- Cross-industry: invoices, payment and transaction records, activity logs, approval workflows, and any other records a Tenant configures within the platform.

4.3 Payment Information

Billing details, invoices, and transaction records. Card and payment-instrument data is processed by our integrated third-party payment gateways/processors; BhejDe does not store full card numbers on its own servers.

4.4 Technical & Usage Data

Device type, operating system, browser type, IP address, log data, pages visited, referring URLs, and analytics events used to operate, secure, and improve the Services.

4.5 Location Data

Where a Tenant enables location/GPS-tracking features (for example, fleet tracking in logistics or site-visit check-ins in real estate), we process precise or approximate location data associated with the relevant vehicle, device, or user session.

4.6 Information From Third Parties

Information received via a Tenant's own integrations (for example, vendor systems, transporters, or payment gateways), or from publicly available sources, to the extent necessary to provide the Services.

5. Legal Basis for Processing

Where applicable data protection law requires a legal basis, we — or the relevant Tenant, where BhejDe acts as processor — rely on one or more of:

- Performance of a contract (providing the Services you or your Tenant signed up for).
- Consent (for example, for optional marketing communications or certain cookies).
- Legitimate interests (for example, securing our platform, improving Services, preventing fraud), balanced against your rights.
- Compliance with a legal obligation (for example, tax, accounting, or regulatory recordkeeping).

6. How We Use Your Information

We use the information described above to:

- Provide, operate, and maintain the Services across whichever industry modules a Tenant has enabled.
- Process orders, bookings, reservations, transactions, invoices, and payments.
- Provide operational visibility, tracking, analytics, and reporting dashboards.
- Authenticate users, manage accounts, and enforce role-based access controls.
- Communicate with you about your account, updates, security alerts, and support requests.
- Send marketing communications where permitted, with an option to opt out at any time.
- Detect, investigate, and prevent fraud, abuse, or security incidents.
- Comply with applicable legal, regulatory, tax, and accounting obligations.
- Develop new features and improve the performance, reliability, and usability of the Services.

7. How We Share Information

We do not sell Personal Information. We may share information with:

- Service providers / sub-processors: hosting and cloud infrastructure providers, payment processors, email/SMS delivery providers, analytics providers, and customer-support tooling, each bound by contractual confidentiality and data-protection obligations.
- Industry partners integrated into a Tenant's operations: transporters and distributors (logistics), property managers and facility service providers (real estate), and hospitality service partners (for example, housekeeping or channel-manager providers), where a Tenant has configured such integrations.
- Within a Tenant's organization: users authorized by the Tenant, based on role-based permissions the Tenant configures.
- Corporate transactions: in connection with a merger, acquisition, financing, or sale of assets, subject to confidentiality obligations.
- Legal requirements: where required by law, regulation, court order, or governmental request, or to protect the rights, property, or safety of BhejDe, our users, or others.

8. Cross-Border Data Transfers

Our infrastructure and service providers may be located in, or process data in, countries other than your own. Where we transfer Personal Information across borders, we take steps intended to ensure an adequate level of protection — such as contractual safeguards with our processors — consistent with applicable law, including, where relevant, India's Digital Personal Data Protection Act, 2023 and other applicable data-protection regimes.

9. Data Security

We implement administrative, technical, and organizational safeguards appropriate to the sensitivity

of the data, including:

- Encryption of sensitive data in transit and at rest (for example, payment details, GPS/location data, guest and property records).
- Role-based access controls and authentication requirements.
- Network security controls, monitoring, and logging.
- Secure, redundant cloud hosting infrastructure targeting 99.9% uptime.
- Periodic review of our security practices.

No system is completely secure, and we cannot guarantee the absolute security of information transmitted to or from the Services.

10. Data Retention

We retain Personal Information and Operational Data only for as long as reasonably necessary to provide the Services, comply with applicable legal, tax, accounting, or regulatory recordkeeping requirements, and resolve disputes or enforce our agreements.

Operational records (for example, orders, bookings, invoices, and delivery or transaction logs) are generally retained for the duration of the Tenant's active subscription plus any applicable statutory retention period. Upon account or Tenant closure, Personal Information is deleted or anonymized within a reasonable period, subject to legal retention obligations.

11. Your Rights

Subject to applicable law, you may have the right to:

- Access the Personal Information we hold about you.
- Correct inaccurate or incomplete Personal Information.
- Request erasure of your Personal Information, subject to legal retention requirements.
- Withdraw consent at any time, where processing is based on consent.
- Object to, or request restriction of, certain processing, including direct marketing.
- Request a copy of your Personal Information in a portable format, where applicable.
- Lodge a complaint with your local data-protection authority or, in India, the Data Protection Board established under the Digital Personal Data Protection Act, 2023.

Where a Tenant is the data controller of end-customer data (for example, a hospitality Tenant's guest data or a real estate Tenant's occupant data), such requests should first be directed to the relevant Tenant; BhejDe will support the Tenant in fulfilling such requests as required under our agreements with them. To exercise these rights with respect to data BhejDe controls directly, contact us using the details in Section 16.

12. Children's Privacy

Our Services are intended for business use and are not directed to individuals under the age of 18. We do not knowingly collect Personal Information from children. If we become aware that we have

inadvertently collected such information, we will take steps to delete it.

13. Cookies & Tracking Technologies

We and our service providers use cookies, pixels, and similar technologies to operate the Services, remember preferences, measure performance, and, where permitted, support marketing. You can control cookies through your browser settings; disabling certain cookies may affect the functionality of the Services.

14. Third-Party Links and Integrations

The Services may contain links to, or integrate with, third-party websites, applications, or services (for example, payment gateways, mapping providers, or transporter systems). This Policy does not apply to third-party services, and we encourage you to review their respective privacy policies.

15. Automated Decision-Making

Certain features (for example, reorder alerts, spend analytics, and variance reporting) rely on automated processing of Operational Data to generate recommendations or alerts. These features are designed to support, not replace, human decision-making by authorized users within a Tenant's organization.

16. Grievance Officer / Contact

In accordance with applicable data-protection laws, including India's Digital Personal Data Protection Act, 2023, you may direct privacy-related questions, requests, or complaints to:

Grievance Officer / Data Protection Contact
BhejDe
Email: contact@bhejde.com
Address: Hilalpur, Hajipur, Vaishali, Bihar – 844502

We will endeavor to respond to and address any legitimate concerns within the time period required by applicable law.

17. Changes to This Policy

We may update this Policy from time to time to reflect changes in our practices, the industries and Services we support, or legal requirements. We will post the updated Policy on our website with a revised "Last Updated" date. Material changes may be communicated via email or an in-product notice. Continued use of the Services after changes take effect constitutes acceptance of the revised Policy.

18. Relationship to the Summary Privacy Policy

This detailed document supplements the summary Privacy Policy displayed at bhejde.com/privacy. In case of any conflict between the two for a matter this document specifically addresses, this detailed document shall prevail.