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PRIVACY POLICY

// VERSION 1.0

For PEGS Digital Services

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01 FEBRUARY 2026 | 01 FEBRUARY 2026



**STANDARDS &
SYSTEMS**

CIN: U62099MH2025PTC457182

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1.0 INTRODUCTION

PEGS Standards & Systems Pvt. Ltd. (“PEGS”, “we”, “us”, or “our”) is committed to protecting the privacy of individuals who use our applications, websites, and digital services (collectively, the “Services”).

This Privacy Policy explains how we collect, use, store, share, and protect personal data when you access or use our Services, including the My Estatez application and related platforms.

By using our Services, you agree to the practices described in this Privacy Policy.

2.0 SCOPE OF THIS POLICY

This Policy applies to:

- Users of PEGS mobile applications and websites
- Individuals who register accounts or interact with our Services
- Communications sent by PEGS for authentication and service delivery

This Policy does not apply to third-party websites or services linked from our platform.

3.0 DATA WE COLLECT

We collect only data that is necessary to provide and improve our Services.

3.1 Data You Provide

- Name, email address, phone number
- Account registration details
- Property or asset information submitted by you
- Communications sent to us (support requests, feedback)

3.2 Authentication & Security Data

- One-time passwords (OTPs) or verification codes
- Login timestamps and verification status

3.3 Data Collected Automatically

- Device and browser information
- IP address
- App usage and interaction data

4.0 HOW WE USE YOUR DATA

We use personal data for the following purposes:

- To create and manage user accounts
- To authenticate users and secure access using OTPs
- To deliver and operate our Services
- To communicate service-related information
- To improve functionality, performance, and user experience
- To comply with applicable legal obligations

We do not use OTPs or authentication data for marketing purposes.

5.0 LAWFUL BASIS FOR PROCESSING

We process personal data based on one or more of the following lawful grounds:

- Contractual necessity – to provide requested Services
- Legitimate interest – to ensure security and prevent misuse
- Consent – where required, such as for optional communications
- Legal obligation – to comply with applicable laws

Where consent is required, you may withdraw it at any time.

6.0 COMMUNICATIONS

PEGS may contact you through:

- SMS
- Email
- In-app notifications

These communications are transactional and security-related, such as:

- OTPs and verification messages
- Account alerts
- Service confirmations

PEGS does not send marketing or promotional messages unless you have explicitly opted in.

7.0 DATA SHARING

We do not sell personal data.

We may share limited data with:

- Service providers supporting authentication, hosting, or analytics
- Authorities where required by law

Such sharing is limited to what is necessary to provide Services or meet legal requirements.

8.0 CROSS-BORDER DATA TRANSFERS

Some service providers may process data outside India. Where this occurs, PEGS ensures that appropriate safeguards are applied in accordance with applicable data protection laws.

9.0 DATA RETENTION

We retain personal data only for as long as necessary to:

- Provide Services
- Complete authentication and verification
- Meet legal or regulatory requirements

Data is deleted or anonymised when it is no longer required.

10.0 DATA SECURITY

PEGS implements reasonable technical and organisational measures to protect personal data against unauthorised access, loss, or misuse.

Security practices are implemented in a risk-based and phased manner, appropriate to the nature of our Services.

11.0 COOKIES AND TRACKING TECHNOLOGIES

PEGS uses cookies and similar technologies to operate and improve its website and digital services. Where required by law, the use of cookies is subject to user consent and is managed through a cookie consent banner available on our website.

Users may manage or withdraw their cookie preferences at any time through the cookie consent controls provided on the website.

12.0 YOUR RIGHTS

Depending on applicable law, you may have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of data
- Withdraw consent where applicable

Requests can be made using the contact details below.

13.0 CHILDREN'S PRIVACY

PEGS Services are not intended for children under 18 years of age. We do not knowingly collect personal data from minors.

14.0 UPDATES TO THIS POLICY

We may update this Privacy Policy from time to time. The updated version will be posted on our website or application with a revised "Last Updated" date.

15.0 CONTACT & GRIEVANCE REDRESSAL

If you have questions, concerns, or requests regarding this Privacy Policy or your personal data, you may contact us at:

PEGS Standards & Systems Pvt. Ltd.

✉ Email: privacy@pegs.org.in

📍 Address: 10th Floor, Building 4, North Wing, NESCO IT Park, Western Express Highway, Goregaon East, Mumbai - 400063, Maharashtra, Bharat (India).

We will respond within a reasonable timeframe as required by applicable law.

2026

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