

## Privacy Policy

### **1. Short Description (max 80 characters)**

Empowering Alivira retailers with rewards, cashback & loyalty benefits.

### **2. Introduction**

At Alivira Animal Health Limited, we respect your privacy and are committed to protecting your personal data. **LABHM (लाभम)** is the official Retailer Rewards & Loyalty App by Alivira Animal Health Ltd, powered by RewardPort Corporate Solutions Pvt. Ltd. **LABHM (लाभम)** stands for *growth and prosperity*, empowering retailers to earn more with every Alivira product. It is designed to reward Alivira's retail partners for every purchase of Alivira product(s) through an easy, digital experience. The purpose of **LABHM (लाभम)** App is to empower Alivira's retailers with rewards, cashback & loyalty benefits.

This Privacy Policy explains how we collect, use, disclose, and protect your information when you use the LABHM mobile app and related services. It also outlines your privacy rights under applicable laws such as the General Data Protection Regulation (GDPR).

By registering yourself in **LABHM (लाभम)** App, you agree to the practices outlined in this Privacy Policy.

### **2. What You Can Do**

- **Download the App:** Download the App from Google play store
- **Register Easily:** Sign up in the App using your mobile number and OTP verification.
- **Scan & Earn:** Every Alivira product carton contains a unique QR code—scan it to earn reward points.
- **Redeem Rewards:** Use your points for instant **cashback via UPI or Amazon Pay vouchers.**
- **Track Progress:** View your total points, redemption history, and upcoming offers from your dashboard.
- **Learn & Grow:** Access “How It Works” tutorials and real-time notifications to stay updated.

### **3. App Highlights**

- Dual Login Options: *Existing Retailer & New Customer Registration*
- Multi-level approval with 8 admin logins for verification

- Smart search filters for Retailer, Stockist, and Headquarter
- Auto-generated Customer ID and profile autofill
- Real-time push alerts for points, redemptions, and milestones
- Secure OTP verification and encrypted data storage

#### **4. Reward Structure**

- 1 Point = ₹1
- Redeem points for **Cash via UPI** or **Amazon Pay Gift Cards**
- Quarterly leaderboard & bonus point campaigns

#### **5. Privacy Policy Link**

You may read or download a copy of this privacy policy from the below link:

[https://aliviraapp.rewardzpromo.com/Privacy\\_Policy\\_Labhm.pdf](https://aliviraapp.rewardzpromo.com/Privacy_Policy_Labhm.pdf)

#### **6. Information We Collect**

We may collect the following types of personal information when you use the LABHM mobile app and related services:

##### **6.1. Personal Information**

- Name, mobile number (for OTP verification)
- Retailer/Distributor name and headquarter details
- UPI ID (for reward redemption)
- Customer ID (auto-generated by the system)

##### **6.2. Technical Information**

- Device information, IP address, operating system
- Log data and app usage analytics

##### **6.3. Transactional Data**

- QR code scans, points earned, and redemption records

#### **7. How We Use the Information**

We use your personal data for the following purposes:

- To verify retailer identity and prevent duplicate entries
- To track and credit rewards for valid QR code scans
- To process redemptions through UPI or vouchers

- To send notifications and promotional updates
- To provide support and resolve queries
- To comply with legal and tax obligations (TDS, GST, etc.)

## 8. Sharing of Information

We will not sell or share your personal data with third parties for their own marketing purposes. However, we may share your information under the following circumstances:

- With payment gateways for secure cashback processing
- With authorized vendors (e.g., SMS/email providers)
- With Alivira Animal Health Ltd for verification or reporting
- With law enforcement, if required under applicable laws
- **Legal Compliance:** We may disclose your personal data to government authorities or law enforcement if required to comply with legal obligations or to protect the rights, safety and property of Alivira Animal Health Limited, our customers, or others.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of our business, we may transfer your information as part of the business transaction.

## 9. Data Protection & Security

We implement industry-standard security measures to protect your personal data from unauthorized access, loss, misuse, alteration, or disclosure. These measures include:

- Encrypted data storage (SSL/TLS)
- OTP-based authentication
- Restricted admin access (only 8 verified logins)
- Secure payment APIs (for UPI & voucher redemptions)

However, no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

## 10. User Rights

Retailers can:

- View and edit their profile data
- Contact customer support for queries

## **11. Cookies & Analytics**

This App uses cookies or analytics tools which will help improve the App performance, user experience, enable personalized offers and promotions and measure user engagement with the App.

## **12. Data Retention**

We retain user data only as long as necessary to fulfil the purposes for which it was collected or to comply with legal obligations. Once your data is no longer required, we will securely delete or anonymize it.

## **13. Policy Updates**

We may update this Privacy Policy periodically to reflect changes in our data practices or legal requirements. Any changes will be updated in the policy and available in the link. We encourage you to review this policy regularly to stay informed of any changes.

## **14. Contact Information**

The users can reach us at:

E-mail: [alivira@rewardport.in](mailto:alivira@rewardport.in)