

## Pairforever Matrimony Privacy Policy: Comprehensive Overview

### **PAIRFOREVER IS DESIGNATED ON WEB AS PAIRFOREVER.IN/PAIRFOREVER.COM/APP**

Pairforever Matrimony - policy privacy refers Services website/online/offline- local community based on your religion caste

<https://www.pairforever.in/t&c.html>

#### Introduction:

Pairforever Matrimony, a platform offering both online and offline services, is dedicated to maintaining the privacy and security of user data. Users engaging in matrimony-related activities share personal information, and this document outlines the policies and practices governing its usage.

#### Data Transfer and Global Reach:

Acknowledging the global nature of the internet, Pairforever transfers user data across borders. The jurisdiction is primarily governed by Indian laws, with the central office situated in Hyderabad, Telangana, ensuring compliance with the legal framework of the state.

#### Purpose of Information Use:

Pairforever utilizes personal information for various purposes

Providing matrimony services to registered users.

Analyzing user behavior and engagement to enhance service quality.

Employing cookies and similar technologies for analytics and tracking user interactions.

#### Publicly Shared Information:

Pairforever provides users with the opportunity to participate in public forums, post comments, and upload pictures. However, users must be cautious, as the shared information may become publicly accessible, appearing in search engine results and other platforms.

#### Information Collection:

Pairforever collects a range of information, including identifiers, contact details, transaction information, demographic data, and inferred information. Some data may be obtained from third-party sources, contributing to the platform's ability to offer relevant content and experiences.

#### Disclosure of Personal Information:

User information is shared within the Pairforever family of companies and with third-party data controllers. This sharing is done for fraud prevention, safety, legal compliance, and to enhance user experience. Additionally, personal information may be disclosed to business partners and advertisers, all within the legal framework of Hyderabad, Telangana.

#### Security Measures:

To safeguard user data, Pairforever employs a comprehensive set of security controls, including administrative, technical, and physical measures. Encryption and three-step verification are utilized to ensure the confidentiality and integrity of user information.

#### Data Storage and Transfers:

User data and files are stored on Pairforever's partner servers. The platform conducts data transfers globally, complying with legal mechanisms and regulations. The privacy and protection of user information are paramount considerations in these processes, all in adherence to Hyderabad, Telangana state laws.

#### User Consent and Marketing Activities:

Pairforever respects user consent, seeking permission before engaging in marketing activities. Users have the right to withdraw consent at any time, particularly in activities related to receiving promotional material.

#### Purposeful Data Processing:

Pairforever processes user information for contract fulfillment, pursuing legitimate interests, and meeting legal obligations. This includes delivering services, analyzing user behavior, and improving overall service quality.

#### User Agreement and Public Participation:

Users actively participating in Pairforever's matrimony platform are bound by user agreements. Users are responsible for managing their public profiles and the information they share on public forums.

#### Enhanced Security Measures:

Pairforever employs advanced security measures, including three-step verification and encryption, to protect user information from unauthorized access and data breaches.

#### Global Data Transfers:

Acknowledging the global nature of its user base, Pairforever conducts data transfers in compliance with legal mechanisms and regulations. This ensures that user data is handled with care and in adherence to data protection laws within the jurisdiction of Hyderabad, Telangana.

Pairforever Matrimony places a high priority on user privacy, emphasizing transparency, consent-driven practices, and robust security measures. Users are encouraged to thoroughly review the complete privacy policy to gain a comprehensive understanding of how their data is handled and protected. The commitment to privacy is underscored by Pairforever's adherence to Indian government regulations and its dedication to user data security. Users who do not agree with the outlined terms and privacy conditions are advised against registering on Pairforever and its associated platforms.

#### Data Transfer and Global Reach:

Acknowledging the global nature of the internet, Pairforever transfers user data across borders, with its central office situated in Hyderabad, Telangana, ensuring compliance with Indian laws. This extends to the nuanced aspects of community-specific information.

#### Purpose of Information Use:

Pairforever utilizes personal information for providing matrimony services, enhancing user experience, and analyzing community-specific trends. The platform employs cookies and similar technologies for targeted analytics, ensuring the utmost relevance for users seeking alliances within specific caste communities.

#### Community Participation and Caste Enrollment:

Pairforever recognizes the significance of community-based alliances in matrimony. Users can enroll specifying their caste information, allowing for tailored matchmaking within their cultural and religious preferences. This information is treated with utmost sensitivity and is subject to the same rigorous privacy standards outlined in the general policy.

#### Publicly Shared Information:

While Pairforever encourages community participation and sharing within specific caste forums, users are reminded to exercise caution. Information shared in these forums may become publicly accessible, emphasizing the need for users to be mindful of the sensitivity of caste-related data.

#### Information Collection:

Pairforever collects a range of information, including identifiers, contact details, transaction information, demographic data, and inferred information specific to community preferences. The platform's ability to provide culturally relevant content and experiences is bolstered by the inclusion of caste-related details.

#### Enhanced Security Measures:

To safeguard user data, including caste-related information, Pairforever employs a comprehensive set of security controls. Encryption, three-step verification, and robust access controls are in place to ensure the confidentiality and integrity of all user information, irrespective of its sensitivity.

#### User Consent and Marketing Activities:

Pairforever respects user consent in all aspects, including caste-related data. Users have the autonomy to provide or withhold information about their caste, and marketing activities are subject to explicit user consent. Withdrawal of consent is facilitated at any point, ensuring complete control over personal data.

#### User Agreement and Community Dynamics:

Users participating in community forums within Pairforever Matrimony are bound by user agreements. The platform encourages respectful interactions within caste-specific forums, fostering a sense of community while emphasizing the importance of adhering to privacy norms.

Pairforever Matrimony's commitment to user privacy extends to community-specific information, including caste-related details. This nuanced approach ensures that while users can actively engage within their respective communities, their sensitive information is handled with the same level of care and security as all other personal data. Pairforever's dedication to transparency, user consent, and adherence to Indian government regulations is a cornerstone of its privacy policy, fostering a secure and culturally respectful matrimony platform. Users are encouraged to review the complete privacy policy to gain a comprehensive understanding of how their data, including community-specific information, is handled and protected.

#### Data Security and Hosting Practices:

##### Secure Data Storage:

Pairforever Matrimony places a paramount emphasis on data security, employing industry-standard practices similar to leading hosting and cloud service providers. User information, including caste-related details, is stored in secure environments hosted on reliable servers.

##### Encryption Protocols:

To ensure the confidentiality of sensitive data, Pairforever utilizes robust encryption protocols. Data in transit and at rest, including caste-related information, is safeguarded through state-of-the-art encryption technologies, mirroring the security measures employed by reputable hosting and cloud services.

##### Server Infrastructure:

Our server infrastructure, akin to leading cloud providers, is designed to meet stringent security standards. Hosted on reliable platforms, the servers undergo regular security audits and updates, maintaining a resilient environment for the storage of user data, community-related information, and all sensitive details.

##### Privacy Assurance in Cloud Services:

Pairforever's commitment to privacy aligns with the principles observed by cloud service providers. Whether it's data storage, processing, or transmission, the platform adheres to best practices to ensure the privacy and integrity of user information, including caste-specific data.

#### User Access Controls:

Similar to cloud services, Pairforever employs advanced user access controls. Access to caste-related information is restricted to authorized personnel only, ensuring that sensitive data is handled with utmost confidentiality and in compliance with privacy regulations.

#### Regular Security Audits:

Pairforever conducts regular security audits, mirroring the practices of reputable hosting and cloud services. These audits help identify vulnerabilities, assess risks, and implement necessary security enhancements to fortify the protection of user data, including community-specific details.

#### Compliance with Data Protection Laws:

In alignment with leading hosting and cloud service providers, Pairforever strictly adheres to data protection laws. The platform's operations, including the handling of caste-related information, comply with relevant regulations and standards, providing users with the assurance that their data is treated with the highest level of legal and ethical consideration.

#### Continuous Improvement:

Pairforever is committed to continuous improvement in data security practices. Drawing inspiration from the ever-evolving standards set by cloud service providers, the platform regularly updates its security measures, ensuring that users benefit from the latest advancements in safeguarding their personal and community-related data.

#### Conclusion:

Pairforever Matrimony's data security and hosting practices draw inspiration from the robust measures employed by leading hosting and cloud service providers. By implementing state-of-the-art encryption, stringent access controls, and regular security audits, Pairforever ensures that user data, including caste-related information, is handled with the utmost care and in accordance with the highest industry standards. The platform's commitment to privacy mirrors the principles observed by reputable cloud services, fostering a secure and trustworthy environment for users seeking matrimonial alliances within their communities.

#### Indemnity for Profile Data Issues:

##### User Responsibilities:

Pairforever Matrimony is committed to providing a secure and reliable platform for matrimonial alliances. While we take stringent measures to ensure data accuracy, users are responsible for the information they provide on their profiles, including caste details and personal data.

##### User Verification:

Users are encouraged to verify and ensure the accuracy of the information they provide, especially caste-related details. Pairforever undertakes reasonable efforts to validate profiles, but users play a crucial role in maintaining the integrity of their data.

##### Indemnity Provision:

To further enhance user trust and transparency, Pairforever includes an indemnity provision in its Terms of Use. This provision serves to protect the platform, its operators, and other users from any liability arising due to inaccurate or misleading profile information.

##### User Commitment to Accuracy:

By creating a profile on Pairforever Matrimony, users commit to providing accurate and truthful information, including caste details. Any inaccuracies or misrepresentations may result in consequences outlined in the platform's Terms of Use.

#### Profile Data Discrepancies:

In the event of profile data discrepancies, users agree to indemnify and hold Pairforever harmless from any claims, losses, or damages. This indemnity provision reinforces the importance of user accountability for the information they share on the platform.

#### Verification Process:

Pairforever employs a verification process to enhance the credibility of user profiles. However, users acknowledge that the platform cannot guarantee the absolute accuracy of all profile information, especially details related to caste and community.

#### Legal Compliance:

Users agree to comply with all applicable laws and regulations concerning the information they share on their profiles. Any violation may lead to the removal of content and potential legal consequences.

#### Community Guidelines:

Pairforever encourages users to adhere to community guidelines and ethical standards when providing profile information. This includes respecting the diversity of communities and refraining from discriminatory practices.

#### User Discretion:

Users retain the discretion to manage and update their profile information, including caste details. Indemnifying Pairforever extends to instances where users choose to modify or delete their profiles.

#### Continuous Improvement:

Pairforever continually strives to enhance user experience and data accuracy. User feedback regarding profile data discrepancies is valuable for implementing improvements and reinforcing the platform's commitment to transparency.

#### Conclusion:

The indemnity provision for profile data issues underscores the shared responsibility between Pairforever Matrimony and its users. By committing to accurate information, users contribute to a trustworthy matrimonial environment. The indemnity clause acts as a safeguard, encouraging accountability and providing a legal framework in the rare instances of discrepancies in profile data, including caste-related information. Pairforever remains dedicated to fostering transparency and reliability within its user community.