

User Data Retention and Deletion Policy

1. Purpose

Kulvivah Matrimonial LLP ("Kulvivah", "we", "our", or "us") is committed to protecting the privacy of our users and managing personal information responsibly.

This User Data Retention and Deletion Policy explains how long we retain personal information, when we delete or anonymize it, and the circumstances in which we may retain information for longer periods in accordance with applicable law.

This Policy should be read together with our Privacy Policy and Terms of Service.

2. Scope

This Policy applies to all personal information collected or processed through the Kulvivah website, mobile applications, and related services.

3. Our Retention Principles

We retain personal information only for as long as it is reasonably necessary to:

- provide and improve our matrimonial services;
- maintain your account and profile;
- comply with applicable legal and regulatory obligations;
- detect and prevent fraud, abuse, impersonation, fake profiles, and other unlawful activities;
- resolve disputes and enforce our legal rights;
- maintain the security, integrity, and reliability of the Platform; and
- fulfill other lawful business purposes.

When personal information is no longer required, we securely delete or irreversibly anonymize it in accordance with applicable law.

4. Categories of Data and Retention

Account Information

Your account information, including your profile details, preferences, photographs, and account settings, is retained while your account remains active.

Communication Records

Messages, expressions of interest, profile interactions, customer support communications, and related records may be retained for a reasonable period to:

- provide customer support;
- investigate complaints;
- detect fraud or abuse;
- comply with legal obligations; and
- protect the Platform and its users.

Payment Records

Payment transaction records are retained for the period required under applicable tax, accounting, financial, and regulatory laws.

Kulvivah does not store complete debit card, credit card, or other payment card information.

Identity Verification Information

Where identity verification is offered, verification information may be retained only for as long as reasonably necessary to:

- verify user identity;
- investigate fraud;
- comply with legal obligations; and
- protect Platform security.

Security Logs

Login records, IP addresses, device information, audit logs, and security logs may be retained for a reasonable period to:

- detect unauthorized access;
- investigate security incidents;

- maintain system security;
 - comply with legal obligations; and
 - support internal audits.
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Cookies and Analytics

Cookies and analytics information are retained according to their respective retention periods or until deleted through your browser settings where applicable.

5. Account Deletion

You may request deletion of your account at any time through the Platform or by contacting Customer Support.

Following a valid deletion request:

- your public profile will no longer be visible to other users;
- access to your account will be disabled;
- your personal information will be deleted or anonymized within a reasonable period, unless retention is required or permitted by applicable law.

Deletion of your account does not automatically require immediate deletion of all records where retention is necessary for legal, regulatory, security, fraud prevention, dispute resolution, or audit purposes.

6. Information We May Retain After Account Deletion

Even after account deletion, we may retain limited information where required or permitted by applicable law, including for:

- compliance with legal or regulatory obligations;
- tax and accounting requirements;
- fraud prevention and investigation;
- security monitoring;
- dispute resolution;
- enforcement of our Terms of Service;
- responding to lawful requests from government authorities or courts; and

- establishing, exercising, or defending legal claims.

Such retained information will be protected in accordance with our Privacy Policy.

7. Backup Systems

Personal information may continue to exist in encrypted backup systems for a limited period as part of routine backup and disaster recovery processes.

Backup data:

- is not used for ordinary business operations;
 - remains subject to appropriate security safeguards; and
 - is securely overwritten or deleted in accordance with our backup retention procedures.
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8. Anonymization

Where feasible, KulvivaH may irreversibly anonymize personal information instead of deleting it.

Anonymized information no longer identifies an individual and may be retained for:

- statistical analysis;
 - service improvement;
 - research;
 - security analysis; and
 - business reporting.
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9. Legal Holds

If personal information becomes relevant to:

- litigation;
- arbitration;
- regulatory investigations;
- law enforcement requests;
- fraud investigations; or

- legal claims,

Kulvivah may suspend deletion until the relevant matter has been resolved or applicable legal requirements have been satisfied.

10. Your Rights

Subject to applicable law, you may request to:

- access your personal information;
- correct inaccurate information;
- update your personal information;
- request deletion of your account and personal information;
- withdraw consent where processing is based on consent; and
- contact our Grievance Officer regarding your personal information.

Requests will be processed in accordance with applicable law.

11. Security During Retention

Kulvivah implements reasonable technical, administrative, and organizational safeguards to protect retained personal information against unauthorized access, disclosure, alteration, misuse, or loss.

12. Changes to this Policy

We may update this Policy from time to time to reflect changes in our services, operational practices, or legal requirements.

The revised Policy will be published on the Platform together with the updated "Last Updated" date.

13. Contact Us

If you have questions regarding this Policy or wish to request deletion of your personal information, please contact:

Kulvivah Matrimonial LLP

Customer Support

Email: support@kulvivah.com

Grievance Officer

Email: grievance@kulvivah.com

Phone: +91 94038 37175

Effective Date: 18 July 2026

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