



MUKESH BABU FINANCIAL SERVICES LIMITED

CIN: L65920MH1985PLC035504

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PRIVACY POLICY

Approved on	07.05.2026
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1. INTRODUCTION

We, at **Mukesh Babu Financial Services Limited** (“Lender”, “We”, “Us”, or “Our”), recognize the importance of privacy and are committed to safeguarding the personal information of our customers. The Lender follows principles of fairness, transparency, non-discrimination, and responsible business conduct in handling customer data, in line with RBI regulations. This Privacy Policy describes how we collect, use, share, and safeguard personal information of users (“You”, “Your”, “Customer” or “User”) through our website, and/or mobile application (collectively, the “Platform”), including where such Platform is operated, hosted, or facilitated on our behalf by technology service providers or lending service providers (“LSPs”), and any associated services, tools, or communications (collectively, the “Services”). It also explains the rights and choices available to users regarding their personal data.

2. SCOPE

- 2.1. This privacy policy (“Policy”) is an electronic record in the form of an electronic contract formed under the Information Technology Act, 2000 and the rules made thereunder. This Policy does not require any physical, electronic or digital signature. This Policy is a legally binding document between you and Lender. The terms of this Policy will be effective upon your acceptance of the same, by clicking on the "I Accept" tab or by use of the Website and will govern the relationship between you and Lender for your use of the Website.
- 2.2. We recognize the importance of privacy and data protection in today’s digital environment, and we strive to handle your personal information in accordance with applicable data protection laws, including but not limited to the:
 - 2.2.1. Digital Personal Data Protection Act, 2023 (DPDP Act) and relevant rules thereunder;
 - 2.2.2. Information Technology Act, 2020;
 - 2.2.3. Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011;
 - 2.2.4. Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021;
 - 2.2.5. Reserve Bank of India (Non-Banking Financial Companies – Credit Facilities) Directions, 2025;
 - 2.2.6. Reserve Bank of India (Non-Banking Financial Companies – Responsible Business Conduct) Directions, 2025;
 - 2.2.7. Applicable laws, regulations, and regulatory guidelines, including those issued by the RBI.



3. CONSENT

- 3.1. By accessing the Platform and/or availing any financial or non-financial services (“Services”) offered by the Lender, you expressly grant explicit, informed consent to the collection, use, storage, and sharing of Your information in accordance with this Privacy Policy. This Policy shall be deemed to be incorporated into the Terms of Service of the Website and shall be read in conjunction to the Terms of Service.
- 3.2. By using the Website, you hereby give explicit consent to and acknowledge:
 - 3.2.1. That the Lender may engage LSPs, technology providers, and other third parties to facilitate Services;
 - 3.2.2. That the Lender may conduct a background check on you including but not limited to a Know Your Customer verification either by itself or through any third party(ies);
 - 3.2.3. authenticating the veracity of the identity, location and documents submitted by you, either by itself or through any third party(ies) and c) to share your Personal Information for this purpose
 - 3.2.4. All such collection and processing shall be in compliance with applicable laws.

We encourage you to read this Policy carefully to understand our privacy practices and how you can exercise your rights. If You do not agree with this Privacy Policy, please do not use or access the Platform.

4. COLLECTION OF INFORMATION

The Lender/ LSPs collects information for the following categories of Services:

i. Lending Services:

Information required for underwriting, processing, disbursement, servicing, and recovery of loans or credit facilities provided by the Lender.

ii. Non-Lending / Value-Added Services:

Information required for onboarding, customer support, analytics, and other permissible services.

4.1. INFORMATION WE COLLECT

We may collect the following categories of information either directly or through authorized LSPs:



4.1.1. Personal Information

Includes:

- Name, email address, mobile number
- PAN, Aadhaar (where permitted), GST details
- Address, postal code
- Financial and employment details

4.1.2. Social Account Information

If You choose to register using third-party platforms (e.g., Google), we may collect limited profile details such as name and email address. We do not collect passwords.

4.1.3. SMS Information

We may access limited SMS metadata (e.g., transactional SMS from alphanumeric senders) strictly for purposes such as:

- Verification
- Credit assessment (where permitted)
- Service facilitation

We do not read or store personal SMS content.

4.1.4. Device and Technical Information

Includes:

- Device identifiers, IP address, log data
- App performance and diagnostic data

This is used for:

- Fraud prevention
- Security monitoring
- Improving user experience

4.1.5. Installed Applications Data

Collected (with consent) for:

- Risk assessment
- KYC and onboarding

4.1.6. Location, Camera, and Microphone

Used strictly for:

- KYC verification (including Video KYC)
- Address verification
- Regulatory compliance

The Lender ensures such access is consent-based and compliant with applicable laws.

4.2. INFORMATION FROM THIRD PARTIES

4.2.1. We may obtain information from:

- Credit bureaus
- KYC verification agencies (e.g., NSDL)



- Payment service providers
- GST systems
- Banks and financial institutions

4.2.2. Such collection is:

- Based on Your consent
- Limited to necessary purposes
- Conducted in compliance with law

4.3. INFORMATION PROVIDED BY YOU

4.3.1. You may provide information through:

- Application forms
- Communication (email/chat)
- Registration and onboarding processes

4.3.2. This includes:

- Identity documents
- Financial records
- Bank statements
- Transaction history

4.3.3. This information is used for:

- KYC compliance
- Credit underwriting
- Service delivery

4.4. DATA STORAGE

4.4.1. The Lender stores personal data in servers located in India, in compliance with regulatory requirements.

4.4.2. LSPs may process data on behalf of the Lender but do not retain such data beyond their authorized role.

4.4.3. We maintain appropriate technical and organizational safeguards to ensure the confidentiality and integrity of the data we collect. We do not sell your personal information, and any data usage is subject to the limitations set forth in this Privacy Policy.

5. USE OF INFORMATION

Lender uses your Personal and Non-Personal Information for certain purposes including but not limited to:

5.1. Service-related Purpose

5.1.1. Verify identity and perform KYC;



- 5.1.2. Responding to your queries and carrying out the transactions you have requested for;
- 5.1.3. Enabling you to use the Website;
- 5.1.4. Providing you with information about services available on the Website;
- 5.1.5. Resolving any glitches on the Website including addressing any technical problems;
- 5.1.6. improving your experience of navigating through the Website, connecting you with LSPs, carrying out transactions on the Website;
- 5.1.7. enforcing Lender's rights and/or that of the potential LSP in case you are a Borrower (as defined in the Terms of Service);
- 5.1.8. Improving the services and content on the Website;
- 5.1.9. Comply with legal and regulatory obligations; and
- 5.1.10. Detect fraud and ensure security.

5.2. Internal Business Purpose

We may use your Personal and Non-Personal Information for internal business purposes, such as data analysis, research, developing new features, enhancing and improving existing services and in identifying usage trends. This information helps us to constantly improve, personalize and customize the services it provides to you.

- 5.3. In certain cases, we may rely on your explicit consent to process information—for example, when you opt into receiving promotional emails or agree to participate in feedback sessions. You may withdraw your consent at any time, subject to applicable legal limitations.
- 5.4. Each purpose of processing is guided by the principle of data minimization, meaning we only collect and use information that is reasonably necessary and directly relevant to fulfilling that purpose. We do not use personal data in a manner that is incompatible with the original purpose for which it was collected, unless we obtain your consent or are otherwise permitted by law to do so.
- 5.5. All use of information is conducted in accordance with applicable data protection laws, and we do not sell or license your personal information to third parties.

6. DISCLOSURE OF INFORMATION

- 6.1. We take your privacy seriously and do not sell or rent your personal information. However, in the course of operating our Services, there are limited circumstances under which we may share your information with third parties, always with appropriate safeguards in place to ensure your data is handled lawfully and responsibly.



6.2. We may share your information with third-party service providers who perform essential business functions on our behalf that includes

- 6.2.1. Authorized LSPs and service providers
- 6.2.2. Technology and analytics partners
- 6.2.3. to a payment gateway service or any other payment service provider of its own choice, which may have access to the Personal Information provided by you while making such payment
- 6.2.4. third parties like the document collection agents, recovery agents, service centres, collection agents, in order to provide various services to the Lender or LSP.

These service providers are contractually bound to process your information only as necessary to fulfill their specific functions and are prohibited from using it for any other purpose.

6.3. We may disclose personal information if required to do so to Credit Rating Agencies, Credit Information Companies and the Reserve Bank of India and other regulators in accordance with the applicable laws and in order to effectively provide the services on the Website.

6.4. We may disclose personal information if required to do so by law or if we reasonably believe that such action is necessary to (i) comply with a legal obligation, such as responding to subpoenas, court orders, or other lawful requests from government authorities; (ii) protect and defend our rights or property; (iii) prevent fraud or misuse of the Services; or (iv) protect the personal safety or rights of users, employees, or the public.

6.5. In the event of a business transaction, such as a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction. In such cases, we will take reasonable steps to ensure the confidentiality of your personal information and notify you of any change in ownership or use of your information as required by applicable laws.

6.6. We may also share information with analytics and performance tracking providers that help us understand how users interact with the platform. This includes general behavioral data such as session duration, feature usage, and device type, which may be collected through cookies or similar technologies. This data is typically shared in pseudonymized or aggregated form and does not directly identify individuals.

6.7. Additionally, we may share aggregated or de-identified data that does not identify you personally with partners, researchers, or the public for statistical analysis, research, product development, or marketing purposes. Such data falls outside the scope of personal information under most privacy laws.



6.8. We do not permit third parties to access your personal information for their own independent marketing purposes. Any information shared is done so solely to support our delivery of Services and in accordance with the principles outlined in this Privacy Policy.

6.9. In cases where you voluntarily choose to engage with third-party integrations, tools, or content accessed through our platform, we may share relevant information with those third parties to facilitate that functionality. Such sharing is governed by the third party's own privacy policy, and we encourage you to review those policies prior to engaging with their services.

7. ACCOUNT DELETION

7.1. You may request deletion of your account and associated personal data at any time by contacting us through the channels specified in the "Grievance Redressal" section of this Privacy Policy. Upon receipt of such a request, we will take reasonable steps to verify your identity to safeguard the security and integrity of your information. Subject to successful verification, and in accordance with applicable legal, regulatory, and contractual requirements (including loan closure obligations), we will delete or irreversibly de-identify your personal data from our active systems, except where retention is required or permitted as set out below.

7.2. Please note that account deletion is irreversible. Once your account is deleted, you will lose access to all associated data, services, content, and Loan history. This action cannot be undone, and we are unable to recover deleted data. We encourage you to download any information you may wish to retain prior to initiating a deletion request.

7.3. Certain information may be retained for a limited period of time in backup archives, solely for business continuity purposes. Additionally, we may retain information as necessary to comply with legal obligations, resolve disputes, enforce our Terms of Service, detect or prevent fraud, and protect the integrity of our platform. In such cases, retained data will be restricted to only what is strictly required for those specific purposes and will be securely stored and protected.

7.4. If your account was created through a third-party service, you may also be required to delete your access through that third-party platform. Deleting the app or ceasing use of the Services does not constitute an account deletion request.



8. DATA RETENTION

- 8.1. We retain personal information for as long as necessary to fulfill the purposes for which it was collected, as outlined in this Privacy Policy, including providing the Services, maintaining and improving platform performance, complying with our legal obligations, resolving disputes, and enforcing our agreement.
- 8.2. The duration for which we retain specific categories of data may vary depending on the nature of the information, the purpose for which it was processed, and any applicable legal or regulatory requirements. For example, data related to your account, such as your name, contact details, transaction history, and service usage logs, may be retained for as long as your account remains active and for a reasonable period thereafter to comply with retention obligations and safeguard our legitimate business interests.
- 8.3. The duration for which we retain specific categories of data may vary depending on the nature of the information, the purpose for which it was processed, and any applicable legal or regulatory requirements. For example, data related to your account, such as your name, contact details, transaction history, and service usage logs, may be retained for as long as your account remains active and for a reasonable period thereafter to comply with retention obligations and safeguard our legitimate business interests.
- 8.4. The duration for which we retain specific categories of data may vary depending on the nature of the information, the purpose for which it was processed, and any applicable legal or regulatory requirements. For example, data related to your account, such as your name, contact details, transaction history, and service usage logs, may be retained for as long as your account remains active and for a reasonable period thereafter to comply with retention obligations and safeguard our legitimate business interests.
- 8.5. If you request account deletion, subject to Regulatory obligations and Active loan or service requirements, we will remove your personal information from active databases in accordance with our Account Deletion section and applicable laws. Please note that some information may remain in archived or backup systems for a limited time, consistent with our data retention and disaster recovery protocols.

9. DATA SECURITY

- 9.1. We are committed to protecting the integrity, availability, and confidentiality of your personal information. We take adequate measures to protect the security of your Personal Information and to ensure that your choices for its intended use are honoured. We take



adequate precautions to protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

- 9.2. We assure you that your information is safe and secure. We use industry standards, and physical, technical and administrative security measures to keep your Personal Information confidential and secure and we shall not share your Personal Information with third parties, except as otherwise provided in this Policy.
- 9.3. Data is stored in password-controlled servers with limited access to employees and other personnel or consultants on a need-to-know basis.
- 9.4. We use the encryption technology called AES 256 (Advanced Encryption Standard), which helps to protect your payment information such as your credit/debit card number, credit/debit card expiry date, your CVV number etc. Please note that e-mails, messaging and means of communication with us are not encrypted, and therefore we strongly advise you not to communicate any confidential information through these means.
- 9.5. Access to your online account on the Website is password protected and this helps to secure your account information. You are solely responsible for maintaining the confidentiality of that password. To ensure safety of your Personal Information, you are advised against sharing your username and password with anyone.
- 9.6. We also ensure that our partners (including LSPs) follow equivalent security standards.
- 9.7. While we take extensive precautions, no system can be guaranteed to be 100% secure. You acknowledge that transmission of data over the internet inherently involves certain risks. We encourage you to take proactive steps to protect your own information.

10. COOKIES AND OTHER TRACKING TECHNOLOGIES

- 10.1. The Website utilizes cookies and other tracking technologies including any proprietary or third-party tracking services. A cookie is a small text file that may be used, for example, to collect information about the Website activity. Some cookies and other technologies may serve to recall Personal and/or Non-Personal Information previously indicated by a website user. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them.
- 10.2. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser, however, if you choose



to erase or block your cookies, you shall have to re-enter your original user ID and password to gain access to certain parts of the Website.

- 10.3. Tracking technologies may record information such as internet domain and host names, internet protocol (IP) addresses, browser software and operating system types, clickstream patterns, and dates and times at which the Website is accessed. Our use of cookies and other tracking technologies allow us to improve our website and your experience in using our website.

11. LIMITATION OF LIABILITY

- 11.1. Our Services may contain links to websites, applications, or services operated by third parties that are not owned or controlled by us. These third-party websites may include, but are not limited to, external resources, integrations, tools, or social media platforms. Any such links are provided for your convenience and informational purposes only.
- 11.2. We do not endorse, monitor, verify, or make any representations regarding the content, accuracy, privacy practices, or security of any third-party websites or services. When you click on a third-party link or interact with a third-party feature, you may be directed to a website or service governed by its own privacy policy and terms of use. We strongly encourage you to review the privacy policies and terms of any third-party websites or services that you access, as they may differ from ours and may not provide the same level of protection.
- 11.3. Your interactions with third-party websites or platforms are solely between you and the third party. We are not responsible for any damages, losses, liabilities, or other consequences arising from your use of or reliance on any third-party websites, services, or content. We disclaim all liability arising from your access to or use of any third-party links provided through the Services.
- 11.4. In addition, we reserve the right to remove or disable links to any third-party site or service at any time without notice and at our sole discretion. The inclusion of a third-party link does not imply any partnership, sponsorship, or affiliation with the third party unless expressly stated.
- 11.5. By using our Services, you acknowledge and agree that your use of third-party services is entirely at your own risk and subject to the third party's terms and privacy practices.
- 11.6. Notwithstanding anything contained in this Policy or elsewhere, Lender shall not be held responsible for any loss, damage or misuse of your Personal Information, if such loss, damage or misuse is attributable to a Force Majeure Event (as defined below).



A “Force Majeure Event” shall mean any event that is beyond the reasonable control of Lender and shall include, without limitation, sabotage, fire, flood, explosion, acts of God, civil commotion, strikes, lockouts or industrial action of any kind, riots, insurrection, war, acts of government, computer hacking, civil disturbance, unauthorised access to computer data and storage device, computer crashes, breach of security and encryption, and any other similar events not within the control of Lender and which Lender is not able to overcome.

12. Changes to this Policy

- 12.1. We reserve the right to update, revise, or otherwise modify this Privacy Policy at any time to reflect changes in our practices, legal obligations, or enhancements to our Services. Any changes we make will be effective immediately upon posting the revised Policy on our website or application, unless otherwise required by applicable law.
- 12.2. When we update the Policy, we will revise the “Last Updated” date at the top of the document. In the event of material changes that may significantly affect your rights or the way we process your personal information, we will provide additional notice, which may include sending an email, displaying a prominent notice within the Services, or by other reasonable means.
- 12.3. We encourage you to review this Privacy Policy regularly to stay informed about how we collect, use, disclose, and protect your information. Your continued use of the Services after the effective date of any updated Privacy Policy constitutes your acceptance of the revised terms. If you do not agree to the changes, you should discontinue use of the Services and, where applicable, update your privacy preferences or request deletion of your account.
- 12.4. If you have any questions about the changes or how they may affect you, please contact us using the details provided in the GRIEVANCE REDRESSAL section below.

13. USER RIGHTS AND CHOICES

- 13.1. We are committed to ensuring that you have meaningful control over your personal information. We honor and respect these rights and provide mechanisms to help you exercise them. These rights are not absolute and may be subject to certain legal limitations, including our need to retain certain data for legitimate business or legal purposes.



- 13.2. You may have the right to access the personal information we hold about you. Where data is inaccurate, incomplete, or outdated, you have the right to request that it be corrected or updated.
- 13.3. In certain circumstances (where permissible), you may also have the right to request that your information be deleted or erased, especially when it is no longer necessary for the purposes for which it was collected or processed, or when you withdraw previously granted consent
- 13.4. Where we rely on your consent to process personal information, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal. Please note Withdrawal of consent may impact the availability of Services.
- 13.5. You have the option to 'opt-out' of all Lender's newsletters and other general e-mail marketing communications. Lender respects your privacy and in the event that you choose to not receive such mailers, it shall take all adequate steps to remove you from such lists. However, you will not be able to opt-out of receiving administrative messages, customer service responses or other transactional communications.
- 13.6. To exercise any of your data rights, you may contact us using the information provided in the "Contact Us" section of this Policy. To help protect your privacy, we may need to verify your identity before fulfilling certain requests. We will respond to all requests within a reasonable timeframe and in accordance with applicable law.
- 13.7. Please be aware that in some cases, we may be required to retain certain information to comply with legal obligations, enforce our Terms of Service, or resolve disputes. We will inform you when such limitations apply.

14. GRIEVANCE REDRESSAL

For any concerns or complaints regarding Your data, you may contact:

Nodal Grievance Redressal Officer

[Name of Officer]: Mr. Mahesh Thakar

[Email Address]: info@mukeshbabu.com

[Address / Contact Details]: Regd. Office: 111, Maker Chambers III, 223, Nariman Point, Mumbai – 400021, Tel:022-26232051, 22844015