

VarshaKrishi Udhog Private LimitedCIN: U01113UW2026PTC250001 | contact@varshakrishi.com | +91 86688 40167**PRIVACY POLICY**

How VarshaKrishi Collects, Uses, and Protects Your Information

Reference: VK-PP-2026-REV1 | April 2026

EFFECTIVE DATE: April 2026. This Privacy Policy governs information collected by VarshaKrishi from Clients, dashboard users, website visitors, and connected hardware devices. By using any VarshaKrishi product or service, you agree to this policy.

1. ABOUT US

VarshaKrishi Udhog Private Limited (CIN: U01113UW2026PTC250001) is an agricultural technology company incorporated in India. We build IoT-based smart farming systems including sensor nodes, LoRaWAN gateways, and cloud monitoring dashboards. Our registered address is T-03/706, Paras Seasons, Sector-168, Noida, Gautam Buddha Nagar, Uttar Pradesh 201301, India. Contact: contact@varshakrishi.com.

2. INFORMATION WE COLLECT

2.1 Information You Provide

When you purchase our products, create a dashboard account, or contact us, we may collect: your name and designation; institution or company name; email address; phone number; billing address; bank details for invoicing; and correspondence records.

2.2 Telemetry Data from Hardware

Our VK-S1 and VK-GW1 hardware devices automatically transmit sensor readings to our cloud infrastructure. This Telemetry Data includes: time-stamped environmental measurements (CO₂, temperature, humidity, soil pH, EC, moisture, leaf wetness); device identifiers and status signals; gateway connectivity data; battery and solar panel performance metrics; and GPS coordinates of deployment locations as configured by the Client.

2.3 Dashboard Usage Data

When you use the VarshaKrishi Cloud Dashboard, we automatically collect: login timestamps and session duration; features accessed and data exports performed; browser type, operating system, and IP address; and error logs and performance diagnostics.

2.4 Website Data

Our website (www.varshakrishi.com) may collect standard web analytics including page views, referral sources, device type, and geographic region via anonymized analytics tools. We do not use tracking cookies for advertising.

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

PURPOSE	
Fulfilling product orders and delivering services	Performance of contract
Operating and maintaining the cloud dashboard	Performance of contract
Sending service updates, maintenance notices, and support communications	Legitimate interest / contract performance
Issuing invoices and processing payments	Legal obligation / contract performance
Anonymizing and aggregating Telemetry Data for product improvement, AI model training, and research licensing	Legitimate interest (as disclosed in T&C and DPA)
Responding to support requests and warranty claims	Contract performance
Complying with legal obligations and regulatory requirements	Legal obligation
Detecting and preventing fraud, security incidents, and misuse	Legitimate interest

4. DATA SHARING

4.1 Third-Party Service Providers

We share your data with carefully selected service providers who assist us in operating our services, including cloud hosting providers, messaging services (Twilio for WhatsApp/SMS alerts), and payment processors. These providers are contractually bound to process data only as directed by us and in accordance with applicable law.

4.2 Anonymized Telemetry Data

As set out in our General Terms and Conditions, we may share aggregated, anonymized Telemetry Data with research institutions, agri-tech companies, government bodies, and investors. Such shared data will not identify you, your institution, or your specific deployment without your prior written consent.

4.3 Legal Disclosures

We may disclose your information to law enforcement, courts, or regulatory authorities where required by applicable law, subject to providing you with reasonable prior notice where legally permissible.

4.4 Business Transfers

In the event of a merger, acquisition, or sale of VarshaKrishi or its assets, client data may be transferred to the acquiring entity, subject to equivalent privacy protections. You will be notified of any such transfer.

4.5 No Sale of Personal Data

VarshaKrishi does not sell, rent, or trade your personal data to third parties for their own marketing purposes.

5. DATA RETENTION

We retain personal data for as long as necessary to fulfil the purposes set out in this policy or as required by applicable law. In general: client account data is retained for the duration of the commercial relationship and five (5) years thereafter for legal and audit purposes; Telemetry Data is retained for the active SaaS license period and ninety (90) days post-expiry; and anonymized, aggregated data may be retained indefinitely for research and product development purposes.

6. DATA SECURITY

We implement industry-standard technical and organizational security measures including: TLS encryption for all data in transit; AES-256 encryption for data at rest; role-based access controls; regular security patching; and intrusion detection monitoring. However, no system is completely secure. In the event of a data breach, we will notify affected parties as required by the Digital Personal Data Protection Act, 2023.

7. YOUR RIGHTS UNDER THE DPDP ACT 2023

Under the Digital Personal Data Protection Act, 2023 (India), you have the following rights with respect to your personal data:

- Right to access information about your personal data being processed by us
- Right to correct inaccurate or incomplete personal data
- Right to erasure of personal data that we are no longer required to retain
- Right to grievance redressal through our designated grievance officer

To exercise any of these rights, please contact us at contact@varshakrishi.com with the subject line "[DATA RIGHTS REQUEST]". We will respond within the timeframe prescribed by law.

8. COOKIES & TRACKING

Our website uses only essential first-party cookies necessary for website functionality. We do not use advertising, tracking, or profiling cookies. You may disable cookies in your browser settings, but this may affect website functionality.

9. CHILDREN'S PRIVACY

Our services are not directed at individuals under the age of eighteen (18). We do not knowingly collect personal data from minors. If we become aware that we have collected personal data from a minor without appropriate consent, we will delete it promptly.

10. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. We will notify registered users of material changes via email with at least thirty (30) days' notice before the change takes effect. Continued use of our services after the effective date of any update constitutes acceptance of the revised policy.

11. CONTACT & GRIEVANCE OFFICER

CONTACT DETAIL	
Grievance Officer	Company - VarshaKrishi Udhog Private Limited
Company	VarshaKrishi Udhog Private Limited
CIN	U01113UW2026PTC250001
Email	contact@varshakrishi.com
Phone	+91 86688 40167
Address	T-03/706, Paras Seasons, Sector-168, Noida, Gautam Buddha Nagar, UP 201301
Response Timeframe	Within 30 days of receipt of complaint