Privacy Policy

Last updated: 23 October 2026

At blindspot, we respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, share and protect information when you visit our website or use our services, including through participating online stores.

In this policy, “blindspot”, “we”, “us” and “our” refer to the team behind blindspot. This policy applies to blindspotstack.com and blindspot services. Stores and third-party services you interact with have their own privacy policies governing their use of your information.

1 Information we collect

We collect information you provide directly, information received from participating stores and their connected services, and information generated through your use of our services. Depending on the features you use and your preferences, this may include:

- **Personal and contact information:** your name, email address, mobile number, delivery details and verification records.
- **Shopping and transaction information:** browsing and cart activity, purchases, payment status, delivery outcomes and returns.
- **Technical information:** browser and device details, IP address, approximate location, cookies and similar identifiers.
- **Communications and contributions:** enquiries, message interactions, reviews, referral activity and preferences you share with us.

We may also derive interests, engagement patterns and order risk estimates from this information. If an order verification call is recorded, we inform you at the start and obtain consent where required.

Payments are handled by the store’s payment provider. We never read or collect card numbers, CVVs, UPI PINs or banking passwords. We receive only the payment method label and status.

2 How we use your information

We use information to provide and maintain our services, support checkout and order verification, respond to enquiries, and deliver service-related communications. Where you have provided the relevant permission, we also use it to remember your details, personalise your experience and enable stores to send relevant offers and updates.

Other uses include operating reviews and referral programmes, measuring service performance, assessing fraud and delivery risks, maintaining security, resolving disputes and meeting legal obligations. We may use irreversibly de-identified and aggregated information for research, reporting and product improvement.

Reviews and the display name shown at submission may be publicly visible. Referral participants may see whether a referral qualified for a reward. Participation in a referral does not automatically subscribe the recipient to marketing.

3 Cookies and similar technologies

We use cookies, local storage and similar technologies to support service functionality and, with your permission, recognise return visits and personalise your experience. Recognition uses browser identifiers and combinations of device details. If you later provide your details or place an order, earlier activity may be linked to your customer record within the scope of your consent.

We do not use purchased identity databases to find an unidentified visitor's name or contact details. Optional recognition does not override your decision to decline tracking.

You can manage optional tracking through the website's cookie controls. Clearing browser data removes stored identifiers but does not delete records already held by us or withdraw every permission. You can contact us to request deletion as well.

4 Services across participating stores

With your permission, saved checkout details may be made available at participating stores in India to simplify future checkouts. Your saved profile is linked to your verified mobile number. Before displaying saved details at another store, we ask you to verify that number again using a one-time password. You can review and edit the details before placing an order.

We separately ask permission to use order and delivery outcomes across participating stores to produce a shared order risk score. A store you shop or verify with may receive that score to assess cash-on-delivery orders. These signals are not used for cross-store marketing audiences, campaigns or AI features.

Through these features, stores do not receive another store's identity, customer list, purchase details or browsing history. They cannot look up people who have not shopped or verified with them.

Participation in either feature is optional and does not prevent you from purchasing through the store's available checkout methods. You may withdraw either permission by contacting privacy@blindspotstack.com. We then stop the related cross-store use and sharing and delete or unlink the associated information, subject to legally permitted or required retention. Retained records are restricted to that purpose. Removing details from blindspot does not remove order records a store holds independently.

5 Order verification

Our order checks help stores assess the likelihood of fraud or unsuccessful delivery. Stores may apply rules to risk scores automatically, request verification or prepayment, or make cash on delivery unavailable. Cross-store signals are included only with the separate permission described above.

Risk scores are estimates and may be inaccurate. You may request a human review by contacting privacy@blindspotstack.com. We review the information, correct errors we identify and communicate the outcome to the store. Our merchant terms require stores to honour that outcome. You may also ask the store to review its order decision. These scores are not used to assess eligibility for credit, employment, insurance or housing.

6 Sharing your information

We share relevant information with the store you interact with and with providers supporting hosting, messaging, analytics, AI, security and support, subject to appropriate restrictions. Sharing between participating stores is limited to the optional features described above.

Some tools use AI providers to help stores draft messages or analyse their data. Relevant information may be processed for those functions. We do not use your personal information to train our own generative AI models, and cross-store profile information is excluded from these tools.

We may also disclose information where legally necessary for compliance or legal claims, or in connection with a business sale or reorganisation, subject to appropriate protections and any required notice or consent.

We do not sell your personal information, purchase contact information from data brokers or share your cross-store profile for behavioural advertising.

We are responsible for information used for our own purposes. When processing a store's customer lists or sending messages on its instructions, we act on its behalf. The store's privacy policy explains its own uses; you can contact it directly or ask us to help route a request.

7 Security and retention

We use safeguards including encryption and access restrictions to protect your information. Processing may take place in India and other countries where our providers operate, subject to applicable transfer restrictions and safeguards. You can request provider and location details at privacy@blindspotstack.com. No system is completely secure; we will notify you of a personal data breach as required by applicable law.

We retain information for the purposes described in this policy, taking account of the feature, your choices and legal requirements. Saved checkout details remain until you withdraw, request deletion or reach 36 months of inactivity, whichever comes first. Other information is deleted or irreversibly de-identified when no longer needed. Limited records may remain for legal requirements, disputes or to document and honour your privacy choices. Deleted information is removed from backups within 180 days and is not restored to ordinary use. Contact us for the retention period relevant to your information.

8 Your rights and choices

You may request access, correction or deletion of your information, details of how it has been shared, removal of saved details, withdrawal of consent or a human review by contacting privacy@blindspotstack.com. Where applicable law provides a nomination right, you can also contact us to nominate someone to act on your behalf.

We may verify your identity before acting. Requests are free, and we will explain if a legal requirement prevents us from completing one. Withdrawal stops the related future use but does not affect processing already lawfully completed. Some optional features may become unavailable.

You can unsubscribe from marketing using the instructions in the message, notification settings or by contacting us. Choices apply to the relevant store and channel; tell us if you want a broader opt-out from

marketing sent through blindspot. Necessary order, security and legal messages may continue. Your DND and other applicable communication preferences remain in place.

Using checkout or verifying your number does not by itself give permission for optional tracking, marketing or cross-store features.

Our services are intended for adults aged 18 or over. We do not knowingly collect children's information or direct behavioural tracking or advertising at them. Contact us if you believe we hold a child's information.

9 Contact and policy updates

Privacy requests: privacy@blindspotstack.com

Grievance Officer: Sagar Bhatt

Complaints: grievance@blindspotstack.com

Phone: +91 77384 57445

Address: The Leaf, Sector 85, Gurgaon, Haryana.

We aim to acknowledge complaints within 24 hours and resolve them within 15 days, or sooner where required by law. Your statutory complaint and appeal rights remain available, including recourse to the Data Protection Board of India when the relevant provisions are in force and applicable.

We will update the date above when this policy changes, give appropriate notice of material changes and seek fresh consent where required. A policy update does not automatically expand your permissions.