BLUM™ AQUA

A brand of
Avya Bio Sciences Private Limited

LAST UPDATED · 11 NOVEMBER 2026

Privacy Policy

How BLUM Aqua™ collects, uses and protects your personal data, in line with India's Digital Personal Data Protection Act, 2023.

THE SHORT VERSION

- We collect only what we need to take, deliver and support your order.
- We never sell your personal data.
- Marketing messages are sent only if you opt in, and you can opt out at any time.
- You can ask to see, correct or erase your data by writing to our Grievance Officer (section 12).

01 Who we are

BLUM Aqua™ is a brand of **Avya Bio Sciences Private Limited** ("Avya", "we", "us"), CIN U21001UP2026PTC241413, with its registered office at Shop No. 2, Sachan Market, Facing District Court, Mati, Akbarpur, Kanpur Dehat, Uttar Pradesh 209101.

For our website, orders, subscriptions and customer support, we decide why and how your personal data is used. Under the Digital Personal Data Protection Act, 2023 ("DPDP Act"), that makes us the **Data Fiduciary**, and you the **Data Principal**.

02 The law we follow

Today we follow the Information Technology Act, 2000 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011. We have also written this policy to meet the DPDP Act and the Digital Personal Data Protection Rules, 2025, whose main obligations for businesses take effect on 13 May 2027.

03 What we collect

DATA	WHEN WE COLLECT IT	WHY
Name, mobile number, email address	When you order, subscribe, join the waitlist or contact us	To create your order, verify your number by OTP and keep you updated
Delivery address, pin code, landmark	At checkout	To deliver your box and check that we deliver to your area
Order and subscription details (box, price, Founding Member number, subscription status, renewal dates)	When you order or subscribe	To fulfil orders, apply Founding Member pricing and send reminders before each charge
Payment status and transaction reference	At checkout and at each renewal	To confirm payments and process refunds. Card, UPI and bank details are collected by our payment gateway, PayU. We do not see or store them.
Messages and support requests	When you contact us	To help you and keep a record of your complaint
Device and usage data (IP address, browser, pages visited, cookies)	When you browse our website	To keep the site secure and working, and to understand how it is used

We do not ask for health information. Please don't send it to us.

04 How we use it

- To take, pack, deliver and support your orders and subscriptions.
- To apply the Founding Box offer, including the limit of one Founding Box per mobile number and delivery address.
- To send order, delivery and pre-charge notices.
- To send launch updates and offers by WhatsApp, SMS or email, **only if you have opted in**.
- To prevent fraud and misuse of our offers.
- To meet our legal duties, including GST invoicing and record-keeping, food traceability and recalls, and lawful requests from authorities.
- To improve our website using aggregated, non-identifying statistics.

05 Your consent, and how to withdraw it

- When we ask for consent, we show a clear notice of the data we need, why we need it and what it lets us do. There are no pre-ticked boxes.
- Consent to marketing is separate and optional. You can order without giving it.
- Some processing does not need separate consent, for example using the address you gave us to deliver your order, or keeping records the law requires. The DPDP Act calls these "legitimate uses".
- Withdrawing consent is as easy as giving it: use the unsubscribe link in any email, reply **STOP** on WhatsApp or SMS, or write to the Grievance Officer.

- Withdrawal does not affect anything we did before it. We may still need some data to complete an order you have already placed or to meet a legal duty.

06 Who we share it with

We share personal data only with those who help us run BLUM Aqua™, and only what they need:

- **Delivery partners:** your name, phone number and address.
- **Payment gateway:** PayU, to take payments, run subscriptions and issue refunds.
- **Messaging providers:** WhatsApp Business, SMS and email services.
- **Technology providers:** website hosting, IT support and analytics.
- **Professional advisers:** our chartered accountant, auditors and lawyers.
- **Authorities:** government bodies, regulators or law enforcement, when the law requires it.

Everyone who processes data for us does so under contract and only for the work we give them. **We do not sell your personal data.** If any provider stores data outside India, we do so only as the DPDP Act allows, and never in a country the Central Government has restricted.

07 How long we keep it

DATA	HOW LONG
Orders, invoices and payment records	As long as tax and company law require (currently up to 8 years)
Account and subscription details	While you are a customer, and for 12 months after your last order, then deleted or anonymised
Marketing preferences	Until you withdraw consent
Complaints and support records	3 years after the complaint is closed
Security and access logs	At least 1 year, as the DPDP Rules require

08 How we protect it

We use reasonable security safeguards, including encrypted connections (HTTPS), OTP-verified accounts, access limited to people who need it, contracts with our processors, and logging and monitoring. If a personal data breach happens, we will tell affected customers without delay and report it to the Data Protection Board of India and to CERT-In as the law requires.

09 Your rights

You have the right to:

- **Access:** a summary of the personal data we hold about you, how we use it, and who we have shared it with.
- **Correct and update:** fix data that is wrong, incomplete or out of date.
- **Erase:** ask us to delete data we no longer need, unless the law requires us to keep it.
- **Withdraw consent:** at any time, as set out in section 5.

- **Nominate:** name someone to exercise these rights for you if you die or become unable to.
- **Grievance redressal:** have your complaint handled by our Grievance Officer.

To use any of these rights, write to the Grievance Officer at avyalifesciences@gmail.com from the email address or mobile number linked to your orders. We will verify it is you, acknowledge your request within **48 hours** and resolve it within **30 days**. If you are not satisfied after using our process, you may complain to the Data Protection Board of India.

10 Children

BLUM Aqua™ is intended for adults aged 18 and over, and orders must be placed by adults. We do not knowingly collect personal data from anyone under 18. If we learn that we have, we will delete it.

11 Cookies

We use essential cookies to run the cart, checkout and security features. You can also block or delete cookies in your browser, though parts of the site may then stop working.

12 Grievance Officer and contact

Name	Ankur Sachan
Designation	Director
Email	avyalifesciences@gmail.com
Phone / WhatsApp	+91 90268 63412
Address	Avya Bio Sciences Private Limited, Shop No. 2, Sachan Market, Facing District Court, Mati, Akbarpur, Kanpur Dehat, Uttar Pradesh 209101
Hours	Monday to Saturday, 10 am to 6 pm IST

13 Changes to this policy

We may update this policy as our services or the law change. We will update the date at the top, and tell you by email, WhatsApp or a notice on our website before any significant change takes effect.

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