

Privacy Policy

How Akoaham Ventures LLP, operating 4Bigha.com, collects, uses, shares and safeguards personal data across our marketplace, Brand Universe, business-for-sale and joint-venture listings, lead routing and advisory services.

Effective: 18 August 2026

Last updated: September 2026

DPDP Act, 2023

Governing law: India

01 Introduction & Scope

This Privacy Policy explains how **Akoaham Ventures LLP**, the legal entity that owns and operates the **4Bigha.com** brand and platform (“4Bigha”, “we”, “us”, “our”), collects, uses, discloses and safeguards personal data when you visit 4bigha.com, create an account, submit or respond to a listing or enquiry, receive a lead, purchase a plan, or engage our advisory services (collectively, the “Platform”).

For the purposes of the **Digital Personal Data Protection Act, 2023** (“DPDP Act”), Akoaham Ventures LLP is the **Data Fiduciary** in respect of personal data it determines the purpose and means of processing for, and you are the **Data Principal**. This Policy is also drafted with reference to the Information Technology Act, 2000 and the rules made thereunder.

This Policy forms part of, and should be read together with, our **Terms & Conditions** and **Refund & Cancellation Policy**. Capitalised terms not defined here carry the meaning given in the Terms & Conditions. By using the Platform, you consent to the practices described in this Policy.

A NOTE ON OUR ROLE

4Bigha.com is a platform that connects Owners, Operators, Investors, Brands, Business Sellers, joint-venture parties and advisory clients with one another. A core function of the Platform is therefore **sharing your contact and requirement details with the counterparty you have chosen to engage with**. If you do not wish your details to be shared in this way, do not submit a listing or enquiry.

02 Information We Collect

Category	Examples
Identity & contact data	Name, email address, mobile number, company / LLP / brand name, designation, and your role on the Platform (owner, operator, investor, brand, business seller, JV party, associate, advisory client)
Account data	Login credentials, OTP verification records, Google or other sign-in profile data where used, account preferences and settings
Listing & business data	Property details, location, dimensions, photographs, floor plans, pricing and rent expectations, brand and franchise information, business financials, licences and any documents you choose to upload
Enquiry & requirement data	Budget, preferred locations, format, timeline, expansion plans and other requirements you share to be matched with opportunities
Transaction data	Plan purchased, billing address, GST details, invoice and payment status. Complete card, UPI and net-banking credentials are handled solely by our payment gateway and are never stored by us
Communications data	Enquiry messages, WhatsApp and SMS delivery and read status, call logs and call recordings with our team, support correspondence
Usage & device data	IP address, browser and device type, pages visited, search and filter activity, referral source, cookies and similar identifiers, server logs

We collect this data directly from you, automatically as you use the Platform, and — in the case of brand and market information — from public sources and from brands, partners and third parties. Please do not upload documents containing personal data of third parties unless you have their consent to do so.

03 How We Use Your Information

- To create, verify and manage your account, including OTP-based verification;
- To publish, display and format your listings, and to route your listings, enquiries and leads to relevant Users across commercial real estate, hospitality and F&B, business-for-sale, joint-venture and brand categories;
- To match you with opportunities based on the requirements you have shared;
- To provide advisory, associate and partner services;
- To process payments, invoices, GST and taxation records;
- To send transactional communications — OTPs, listing status, enquiry acknowledgements, receipts, service notices — and, where consented, promotional and marketing communications;
- To verify claims made in a listing, and to detect, investigate and prevent fraud, impersonation, misuse, scraping and abuse of the Platform;
- To improve, secure, personalise and troubleshoot the Platform, including analytics on aggregated and de-identified data;
- To exercise or defend legal claims, enforce our Terms, and maintain records for dispute resolution; and
- To comply with legal obligations and respond to lawful requests from courts, regulators and law-enforcement authorities.

04 Consent & Legal Basis

We process personal data on the basis of your consent, given at the point of registration, listing submission or enquiry, and for the purposes notified to you at that time. We also process data for **certain legitimate uses** permitted under the DPDP Act, including where you voluntarily provide data for a specified purpose, and for compliance with law, judgments and orders.

You may withdraw consent at any time by writing to contact@4bigha.com. Withdrawal operates prospectively and does not affect the lawfulness of processing carried out before withdrawal, nor does it require us to recall data already lawfully shared with a counterparty or service provider. Where withdrawal prevents us from providing a service, we may suspend or close the relevant service or account, and fees already paid remain governed by the Refund & Cancellation Policy.

05 WhatsApp, SMS, Calls & Email

When you sign up, submit a listing, or raise an enquiry, you give **express consent** for 4Bigha, and for the counterparty to whom your enquiry or listing is routed, to contact you on the mobile number and email address you provide — by WhatsApp (through our messaging partner Wati Technologies Pte. Ltd., operating on the WhatsApp Business Platform provided by Meta), SMS, phone call and email — **notwithstanding any registration on DND, NDNC or the National Customer Preference Register**.

- **Transactional messages** — account verification (OTP), listing received / live / rejected updates, enquiry receipts, invoices and similar service notices. These are necessary for the Platform to function and cannot be disabled while your account is active.
- **Promotional messages** — new listings, brand opportunities, offers, advisory content and platform updates. You may opt out of these at any time.

Message content and delivery metadata (phone number, timestamp, delivery and read status) are processed by Wati and, where WhatsApp is the channel, by Meta Platforms, Inc., each under their own privacy and data-processing terms, strictly to deliver messages on our behalf. We do not use your WhatsApp number for any purpose unrelated to the Platform.

Calls with our advisory, sales and support teams may be recorded for quality, training, compliance and evidentiary purposes.

To opt out of promotional messages: reply “STOP” to any WhatsApp or SMS message, click “unsubscribe” in any promotional email, or write to contact@4bigha.com.

06 How We Share Information

We do not sell your personal data. We share it only as follows:

Recipient	Purpose
Other Users	Your listing details and contact information are shared with the owner, operator, investor, brand, business seller or JV party who raises or receives a genuine enquiry, and vice versa, so that both parties can connect and evaluate the opportunity
Brands & franchisors	Where you express interest in a brand or franchise opportunity, your enquiry and contact details are shared with that brand or its authorised representative
Associates & partners	Where a lead or enquiry is assigned to an associate or channel partner for follow-up, under confidentiality and data-protection obligations
Service providers	Supabase (database and authentication hosting), Wati Technologies (WhatsApp messaging), email delivery providers, payment gateways, analytics and support tools — each bound by confidentiality and data-processing obligations and permitted to use data only on our instructions
Professional advisors	Our lawyers, auditors, accountants and insurers, where reasonably necessary
Legal & safety	Where required to comply with law, a court order or a lawful request; to enforce our Terms; or to protect the rights, property or safety of 4Bigha, our Users or the public
Business transfers	In connection with a merger, restructuring, acquisition or asset sale, subject to continued protection under this Policy

IMPORTANT

Once your details are shared with another User, brand, associate or counterparty at your request or as part of the matching service, **that recipient becomes independently responsible for how it handles your data under its own privacy practices**. Their use is outside our control, is not governed by this Policy, and we accept no liability for it. If you have a concern about how a counterparty is using your details, please write to us and we will assist where we reasonably can.

07 Information You Make Public

Listings, brand pages, profile details and other content you choose to publish are visible to visitors of the Platform, may be indexed by search engines, and may be accessed, copied and stored by others, including in countries whose data-protection laws differ from India's. We cannot control such third-party access or use.

Do not publish sensitive information, identity documents, banking details or any information you would not want made public in a listing, enquiry message or any public area of the Platform. Use the privacy and visibility settings available to you to control what is shown.

08 Data Storage & Security

Your data is stored on Supabase's managed infrastructure with encryption in transit (TLS) and access-controlled databases. We apply role-based access controls so that only authorised personnel can access personal data, and we review our security practices periodically.

You are responsible for keeping your login credentials confidential and for all activity under your account. **No method of transmission or storage is completely secure. While we take commercially reasonable technical and organisational measures, we cannot guarantee absolute security, and we are not liable for unauthorised access, loss or disclosure occurring despite such measures or arising from your own act or omission.** In the event of a personal data breach, we will notify affected Data Principals and the Data Protection Board of India as required by law.

09 Data Retention

We retain personal data for as long as your account is active and for a reasonable period thereafter to comply with legal, accounting, tax, audit and dispute-resolution requirements — typically up to **seven (7) years** for financial and transaction records, as required under Indian law.

Listing content, enquiry records, communication logs and call recordings may be retained for evidentiary purposes even after a listing is removed or an account is closed. Aggregated or de-identified data that can no longer identify you may be retained indefinitely for analytics and product improvement. You may request earlier deletion under Section 11, subject to these retention requirements.

10 Cookies & Tracking Technologies

We use essential cookies for login sessions, security and fraud prevention, and — where enabled — analytics and performance cookies to understand how the Platform is used. You can control cookies through your browser settings; disabling essential cookies may prevent parts of the Platform from working.

11 Your Rights & Choices

Subject to applicable law, including the DPDP Act, 2023, you have the right to:

- **Access** a summary of the personal data we hold about you and the processing undertaken;
- **Correct** inaccurate or misleading data, and complete or update incomplete data;
- **Erase** your account and associated data, subject to legal and contractual retention requirements;
- **Withdraw consent** for marketing communications, or for processing generally, as described in Sections 4 and 5;
- **Nominate** another individual to exercise your rights in the event of your death or incapacity; and
- **Grievance redressal** through our Grievance Officer before approaching the Data Protection Board of India.

To exercise any of these rights, write to contact@4bigha.com from your registered email address. We will respond within 30 days. We may request information reasonably necessary to verify your identity before acting, and may decline or charge for requests that are manifestly unfounded, excessive or repetitive.

Under the DPDP Act you are also obliged not to impersonate another person, suppress material information, or file a false or frivolous grievance or complaint.

12 Obligations of Users Who Receive Data

If you receive personal data through the Platform — as a lead, enquiry, listing contact or otherwise — you agree that:

- You will process it only for the specific purpose for which it was shared, namely evaluating and pursuing that opportunity;
- You will comply with all applicable data-protection and telecom laws in handling it, and act as an independent Data Fiduciary in your own right;
- You will apply appropriate security safeguards, will not retain it longer than necessary, and will assist us promptly in handling any data-security breach affecting it;
- You will not resell, syndicate, republish, share with competing platforms, or build a database from it; and
- You will indemnify Akoaham Ventures LLP against any claim, penalty or loss arising from your misuse of such data.

The consent we obtain is limited to enabling us to share the data with you for the stated purpose, and does not extend to any other use.

13 Children's Privacy

The Platform is intended for users aged 18 and above, and we do not knowingly collect personal data of children or of persons with a lawful guardian. If you believe a minor has provided us data, write to us and we will delete it promptly.

14 International Data Transfer

Some of our service providers — including cloud hosting, messaging and analytics infrastructure — may process data on servers located outside India. Where this occurs, we require such providers to maintain safeguards consistent with applicable data-protection law, and such transfers are made only to countries not restricted by the Government of India under the DPDP Act.

15 Limits, Changes & Grievance Contact

Third-party sites

The Platform links to brand websites, payment gateways and other third-party services. This Policy does not apply to them, and we are not responsible for their privacy practices. Review their policies before sharing data with them.

Changes to this Policy

We may update this Privacy Policy periodically. Material changes will be notified via the Platform, email or WhatsApp at least **7 days** before taking effect; other changes take effect on publication. The “Last updated” date above reflects the most recent revision, and continued use of the Platform constitutes acceptance.

Governing law

This Policy is governed by the laws of India. Disputes relating to it are subject to the governing law, jurisdiction and dispute-resolution provisions of our Terms & Conditions, including the exclusive jurisdiction of the courts at Udaipur, Rajasthan.

Grievance Officer

For privacy-related questions or complaints, or to exercise your data rights, contact our Grievance Officer. Complaints will be acknowledged within **24 hours** and resolved within **15 business days**, as required by applicable law. If you remain dissatisfied, you may approach the Data Protection Board of India.

DATA FIDUCIARY

Akoaham Ventures LLP

BRAND

4Bigha.com

LLP IDENTIFICATION NUMBER

ADC-2578

GRIEVANCE OFFICER — EMAIL

contact@4bigha.com

PHONE

+91 9667 312 345

REGISTERED ADDRESS

Unit No. 309-A, 3rd Floor, SAS Tower Medicity, Sector 38, Gurgaon – 122001, Haryana, India

4Bigha.com is a brand and digital platform owned and operated by Akoaham Ventures LLP.

© 2026 Akoaham Ventures LLP. All Rights Reserved.

[Terms & Conditions](#) · [Privacy Policy](#) · [Refund & Cancellation Policy](#)

Last updated: September 2026