

Privacy Policy - Aumnism (Krafted By Aumnism LLP)

EFFECTIVE DATE: AUGUST 6, 2026 LAST
UPDATED: AUGUST 6, 2026



1. Introduction and Scope

This Privacy Policy ("Policy") is issued by **Krafted By Aumnism LLP**, trading as **Aumnism** ("Aumnism," "Company," "we," "us," or "our"), a Limited Liability Partnership organized under the laws of India, in relation to the website **www.aumnism.com** and all associated subdomains, registration/login portals, quote-request tools, and services (collectively, the "Platform").

This Policy applies to:

- Visitors browsing the Platform
- Registered users/account holders (jewellers, retailers, brands, and other business customers)
- Individuals submitting inquiries, quote requests or custom design briefs.
- Vendors, agents, and business partners who share personal data with us in connection with our diamond stock and jewellery stock for sourcing and supply business

This Policy is drafted with reference to applicable Indian data protection law - principally the Digital Personal Data Protection Act, 2023 ("DPDP Act"), the Information Technology Act, 2000 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 ("SPDI Rules") and because Aumnism serves international brands, jewellers, and retailers, with reference to the EU/UK General Data Protection Regulation ("GDPR") and other applicable foreign data protection regimes where they apply to specific users.

Where laws conflict, we apply the higher standard of protection to the extent reasonably practicable.

"Personal Data" means any data about an individual who is identifiable by or in relation to such data (per the DPDP Act), and includes what other laws term "personal information" or "personal data."

By accessing or using the Platform, submitting your information to us or engaging Aumnism for products or services, you acknowledge that you have read and understood this Policy. Where required by law, we will obtain your explicit consent before processing your Personal Data.

2. Who We Are (Data Fiduciary / Data Controller)

Data Fiduciary / Controller: Krafted By Aumnism LLP Registered Office (Headquarters): B-917, Surat Diamond Bourse, Dream City, Khajod, Surat - 395007, Gujarat, India Additional Office: Mumbai, India Email: connect.ind@aumnism.com

Intellectual Property Notice: "AUMNISM" (with device) is a registered trademark in India (Registration No. 3901113, registered under the Trade Marks Act, 1999). This Policy does not grant any rights to Aumnism's trademarks, logos, or brand assets.

Grievance Officer / Data Protection Contact

In accordance with the IT Rules, 2011 and the DPDP Act, 2023, Aumnism will designate a Grievance Officer/Data Protection contact responsible for addressing privacy complaints and data principal requests. Contact details will be published on the Platform and provided upon request at connect@aumnism.com. Where the DPDP Act's threshold criteria apply to us as a Significant Data Fiduciary, we will appoint a Data Protection Officer based in India and publish their contact details.

3. Categories of Personal Data We Collect

- **Identity and Contact Data**

Name, business/company name, designation, email address, phone number, postal/registered address, GST/business registration or tax identification numbers.

- **Account and Registration Data**

Username, password (stored in encrypted/hashed form), account preferences, registration date, verification documents submitted for business on-boarding.

- **Transaction Data**

Order details, product specifications, quantities, pricing/quotation history, invoices, payment details (processed via payment processors — Aumnism does not store full card numbers or bank details), shipping and billing addresses, delivery tracking information.

- **Custom/Bespoke Manufacturing Data**

Design briefs, sketches, reference images, specifications, and other materials you provide for customized manufacturing requests.

- **Communications Data**

Content of inquiries, quote requests, customer support tickets, emails, and other correspondence with Aumnism.

- **Technical and Usage Data**

IP address, device identifiers, browser type and version, operating system, referring/exit pages, pages viewed, time and duration of visits, click patterns, and approximate location derived from IP address.

- **Cookies and Similar Technologies**

See Section 9 below.

- **Sensitive Personal Data**

We do not intentionally collect sensitive personal data or information (as defined under the SPDI Rules) such as financial account details beyond what is necessary for payment processing, biometric data, or health information. If such data is inadvertently provided, we will handle it with heightened security measures and delete it where not necessary for our stated purposes.

- **Information from Third Parties**

Business verification, KYC/AML, credit-reference, or due-diligence data from third-party verification services; data from logistics, customs, and shipping partners; data from payment processors.

4. Lawful Basis and Purposes of Processing

*Under the DPDP Act, Aumnism processes Personal Data on the basis of **consent** (Section 6) or for "**legitimate uses**" recognized under Section 7 (e.g., where the Data Principal has voluntarily provided data for a specified purpose, for compliance with law, or for responding to a medical emergency). Under GDPR, where applicable, we rely on one or more of: consent, performance of a contract, compliance with a legal obligation, and legitimate interests.*

We process Personal Data to:

<i>Purpose</i>	<i>Examples</i>	<i>Legal Basis (typical)</i>
<i>Account creation and management</i>	<i>Registering and authenticating users</i>	<i>Consent/ Contract</i>
<i>Order fulfilment</i>	<i>Processing orders, quotes, custom manufacturing, shipping, invoicing</i>	<i>Contract</i>
<i>Customer support</i>	<i>Responding to inquiries and resolving issues</i>	<i>Contract/ Legitimate interest</i>
<i>Business verification and due diligence</i>	<i>KYC, fraud prevention, trade compliance</i>	<i>Legal obligation / Legitimate interest</i>
<i>Regulatory and trade compliance</i>	<i>Kimberley Process Certification, Responsible Jewellery Council standards, customs/export documentation, tax filings</i>	<i>Legal obligation</i>
<i>Marketing communications</i>	<i>Sending product updates, newsletters (opt-in)</i>	<i>Consent</i>
<i>Website analytics and improvement</i>	<i>Understanding usage patterns, improving UX</i>	<i>Consent (non-essential cookies) /Legitimate interest</i>
<i>Security and fraud prevention</i>	<i>Detecting and preventing unauthorized access or fraudulent transactions</i>	<i>Legitimate interest / Legal obligation</i>
<i>Legal claims and enforcement</i>	<i>Defending or pursuing legal proceedings, including IP/trademark matters</i>	<i>Legal obligation / Legitimate interest</i>

We do not use Personal Data for any purpose incompatible with the purpose for which it was originally collected, without providing notice and, where required, obtaining fresh consent.

5. Notice and Consent (DPDP Act Compliance)

Where we rely on consent as the basis for processing, we will, prior to or at the time of requesting consent, give you an itemized notice describing:

- The Personal Data being collected and the purpose of processing
- The manner in which you may exercise your rights under Section 12 and Section 13 of the DPDP Act
- The manner in which you may make a complaint to the Data Protection Board of India

Consent given by you will be **free, specific, informed, unconditional, and unambiguous**, indicated through clear affirmative action, and limited to the Personal Data necessary for the specified purpose. You may **withdraw consent** at any time with ease comparable to how it was given, without affecting the lawfulness of processing carried out before withdrawal. Withdrawal of consent for certain processing may limit our ability to provide certain Services (e.g., we cannot process an order without shipping address data).

6. How We Share and Disclose Information

We do not sell Personal Data. We may share Personal Data with:

- **Service providers/processors:** IT hosting, cloud storage, website analytics, email/communication platforms, payment processors, logistics and freight-forwarding partners bound by contractual confidentiality and data protection obligations.
- **Manufacturing and sourcing partners:** where necessary to fulfil custom orders.
- **Regulatory, certification, and industry bodies:** including for Kimberley Process Certification Scheme compliance, Responsible Jewellery Council membership obligations, and diamond grading bodies (e.g., GIA, IGI) where relevant to a transaction.
- **Professional advisors:** lawyers, auditors, accountants, and consultants, under confidentiality obligations, including in connection with trademark/IP enforcement or legal proceedings.
- **Government and regulatory authorities:** tax authorities, customs authorities, law enforcement, or courts, where required by law, legal process, or to protect our legal

rights (including our registered "AUMNISM" trademark).

- **Corporate transactions:** in connection with a merger, acquisition, restructuring, or sale of business assets, subject to confidentiality arrangements.

Any third party with whom we share Personal Data is contractually required to implement reasonable security practices and to process the data only for the specified purpose.

7. Cross-Border Data Transfers

As Aumnism serves international brands, jewellers, and retailers, Personal Data may be transferred to, stored, or processed outside India.

- **Under the DPDP Act:** cross-border transfer is generally permitted except to countries restricted by the Central Government by notification. We will monitor and comply with any such restrictions.
- **Under GDPR (where applicable to EU/UK/EEA individuals):** transfers outside the EEA/UK will be made using an approved transfer mechanism (e.g., adequacy decision, Standard Contractual Clauses, or equivalent safeguards).
- We take contractual and technical measures to ensure that any recipient of Personal Data outside India provides a level of protection consistent with this Policy.

8. Data Retention

We retain Personal Data only for as long as necessary to fulfil the purposes described in this Policy, including:

- The duration of your account/business relationship with Aumnism
- Periods required by tax, accounting, customs, and export/import documentation laws
- Periods required to comply with trade certification obligations (e.g., Kimberley Process records)
- Limitation periods under applicable law for resolving disputes or legal claims (including IP/trademark matters)

Where the DPDP Act's data retention/erasure provisions apply (e.g., erasure upon withdrawal of consent or upon the purpose no longer being served, subject to legal retention requirements), we will erase or anonymize Personal Data accordingly, unless retention is required by law.

9. Cookies and Tracking Technologies

The Platform may use the following categories of cookies/technologies:

- **Strictly necessary cookies:** required for login sessions, security, and core site functionality cannot be disabled without affecting site operation.
- **Functional cookies:** remember preferences and settings.
- **Analytics cookies:** help us understand site usage (e.g., page views, time on site) used only with consent where required by law.
- **Marketing/advertising cookies (if used):** used only with your consent, where applicable.

You can manage or disable cookies through your browser settings. Where legally required (e.g., for EU/UK visitors), we will present a cookie consent banner allowing you to accept or reject non-essential cookies before they are set.

10. Data Security

We implement **reasonable security practices and procedures** as required under the SPDI Rules and the DPDP Act's obligation to take reasonable security safeguards to prevent personal data breaches, including:

- Encryption of data in transit (e.g., TLS/SSL) and, where appropriate, at rest
- Access controls limiting Personal Data access to authorized personnel on a need-to-know basis
- Regular review of security practices
- Secure storage of account credentials (hashed/salted passwords)

No system is completely secure. In the event of a **personal data breach**, we will, as required under the DPDP Act and other applicable law, notify the Data Protection Board of India and affected Data Principals in the manner and timeframe prescribed by law, and take reasonable remedial measures.

11. Your Rights

11.1 Rights under the DPDP Act, 2023 (India)

Subject to the Act's provisions, you have the right to:

- **Access** a summary of Personal Data being processed and the processing activities undertaken (Section 11)
- **Correction and erasure** of Personal Data, and updating of inaccurate/incomplete data (Section 12)

- **Grievance redressal** — the right to have any grievance resolved by us in a timely manner (Section 13)
- **Nominate** another individual to exercise your rights in the event of death or incapacity (Section 14)
- **Withdraw consent** at any time (Section 6)

11.2 Rights under GDPR (where applicable)

- Right of access, rectification, and erasure
- Right to restrict or object to processing
- Right to data portability
- Right to withdraw consent
- Right to lodge a complaint with a supervisory authority in your jurisdiction

11.3 How to Exercise Your Rights

Submit requests to **connect@aumnism.com**. We will verify your identity before actioning requests and respond within the timeframe prescribed by applicable law. If you are dissatisfied with our response, under the DPDP Act you may escalate your complaint to the **Data Protection Board of India**; EU/UK/EEA users may contact their local supervisory authority.

12. Automated Decision-Making

Aumnism does not currently use Personal Data for automated decision-making or profiling that produces legal or similarly significant effects on individuals without human involvement. If this changes, we will update this Policy and provide appropriate notice and rights of objection/human review where required by law.

13. Third-Party Links

The Platform may link to third-party websites (e.g., social media, certification bodies such as the Responsible Jewellery Council, industry directories). This Policy does not apply to such third-party sites, and we encourage you to review their respective privacy policies.

14. Intellectual Property and Legal Proceedings

Aumnism's trademark "AUMNISM (with device)" is a registered trademark under Indian law. Where Personal Data is processed in connection with the protection, registration, or enforcement of Aumnism's intellectual property rights (including trademark

opposition, infringement, or related legal proceedings), such processing is carried out on the basis of legal obligation and/or legitimate interest, consistent with this Policy.

15. Changes to This Policy

We may amend this Policy periodically to reflect changes in law, regulation, or our business practices. Material changes will be notified via the Platform or by email, and the "Last Updated" date will be revised accordingly. Continued use of the Platform after such changes constitutes acknowledgment of the revised Policy.

16. Grievance Redressal and Regulatory Contact

Grievance Officer / Data Protection Contact: *Krafted By Aumnism LLP B-917, Surat Diamond Bourse, Dream City, Khajod, Surat – 395007, Gujarat, India Email: connect@aumnism.com*

Regulatory Authority (India): *Complaints unresolved by us may be escalated to the Data Protection Board of India, established under the DPDP Act, 2023.*

Regulatory Authority (EU/UK, where applicable): *You may lodge a complaint with your local Data Protection Authority/supervisory authority.*

17. Governing Law

This Policy is governed by the laws of India. Disputes arising from this Policy shall be subject to the exclusive jurisdiction of the competent courts at Surat, Gujarat, India, without prejudice to any mandatory consumer-protection or data-protection jurisdictional rights available to you under your local law.

18. Contact Us

Krafted By Aumnism LLP *Headquarters: B-917, Surat Diamond Bourse, Dream City, Khajod, Surat – 395007, Gujarat, India Mumbai Office: [address to be confirmed] Email: connect.ind@aumnism.com*