

MADHYAMCONNECT · DATA HANDLING & SECURITY

How your data is stored, protected and kept.

A plain overview of the data MadhyamConnect holds, where it lives, how it is secured, how long it is kept, and your rights over it — aligned to the DPDP Act, 2023.

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1 Overview & scope

This overview describes, in plain terms, how **GenX Digital Solutions** handles data on the MadhyamConnect platform. It complements the **Privacy Policy** (which sets out your rights in full) and is written to align with the **Digital Personal Data Protection Act, 2023** and the reasonable-security-practices standard under the Information Technology Act, 2000.

Honest scope. This document describes the controls we operate. Where a control is a planned improvement rather than a live one, we do not claim it here. Being finalised with legal counsel; the definitive version governs once the service is live.

2 What data we hold

We hold: **broker account data** (identity, contact, RERA number, service areas); **billing data** (plan, GSTIN, gateway-processed payment references — not full card numbers); **content you enter** (listings, and your customers'/leads' contact details); and **usage & technical data** (device, IP, cookies). For your account and usage data we are the Data Fiduciary; for your customers' data we act as your Data Processor.

3 Where it is stored

Personal data is **primarily stored and processed in India**, in Indian data-centre regions. Any transfer outside India is only to jurisdictions not restricted by the Central Government, under contractual safeguards, and subject to any sectoral localisation rules that apply (for example, to payment data).

4 How it is secured

Our controls are aligned to ISO/IEC 27001 "reasonable security practices":

CONTROL	WHAT WE DO
Encryption	In transit (TLS) and at rest.
Access control	Role-based access, least privilege, and multi-factor sign-in; no shared logins.
Tenant isolation	One broker, one workspace — separation so a broker cannot see another's data.
Logging & monitoring	Access and activity logging with monitoring for anomalies.
Backups & continuity	Regular backups with a defined recovery approach.

5 Retention & deletion

We keep personal data only while the purpose it was collected for is served, or as required by law. We **erase or anonymise** data on consent withdrawal, account closure, or when the purpose ends — subject to legal-hold exceptions such as tax and accounting records. You can request export or deletion of your data from your account settings.

6 Breach response

We maintain an incident-response process. In the event of a personal data breach, we will **notify affected individuals without undue delay** with a clear description and the steps we are taking, and report to the **Data Protection Board of India**, including a detailed report within **72 hours**, in line with the DPDP Rules — together with any parallel reporting obligation (such as CERT-In) that applies.

7 Processors & your rights

Processors. We use a small set of service providers — cloud hosting (in India), payment gateway, communication and analytics — each bound by contract to protect your data and process it only on our instructions. We do not sell personal data.

Your rights. You can access, correct, update, erase, and (for your customers' data you control) manage the data we hold, and withdraw consent, as set out in the Privacy Policy. Contact our Grievance Officer at [grievance@genxdigitalsolutions.com].

DISCLAIMER

Informational only. This Data Handling & Security Overview is a draft provided for general information and is not legal advice; it describes controls in place and should be read with the Privacy Policy. Security descriptions reflect current practice and may change as we improve. **Being finalised with legal counsel; the definitive version governs once the service is live.** © GenX Digital Solutions 2026. Queries via genxdigitalsolutions.com.



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