

PushCartSiren

Comprehensive Statutory Legal Policy Manual & Government Compliance Framework

Governing entity: **PushCartSiren Technologies Private Limited**

Jurisdiction: Republic of India | Ministry of Electronics and Information Technology (MeitY) • Ministry of Consumer Affairs • Ministry of Housing and Urban Affairs (MoHUA)

Effective Date: March 2026 • Version 1.0.4 Statutory Edition

Section 1: Digital Personal Data Protection Act (DPDPA), 2023 Compliance

PushCartSiren is engineered under strict **Privacy-by-Design** principles complying with Act No. 22 of 2023 of the Parliament of India (The Digital Personal Data Protection Act, 2023). PushCartSiren operates as an Asymmetric Data Fiduciary under Section 2(i) and Section 4.

1.1 Absolute Zero Resident GPS Tracking Guarantee

Unlike commercial quick-commerce delivery apps, the PushCartSiren Household Application does **NOT** collect, broadcast, or store the household resident's latitude, longitude, apartment number, or phone number on external cloud servers.

- **Client-Side Proximity Calculation:** Pushcart location coordinates are received as a downstream broadcast. The household device evaluates the Euclidean distance locally on the smartphone CPU.
- **Zero Permanent Location Storage:** Geolocation pings are ephemeral, held in volatile device RAM, and flushed immediately upon session termination.

1.2 Lawful Grounds for Processing (Section 4 & 6)

Pushcart vendors explicitly consent to broadcasting their cart category, current street speed, and product list to facilitate trade under the *Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014*. Vendors can toggle "Pocket Mode" or disconnect broadcasting at any time with 1 tap.

Section 2: Intermediary Guidelines & Terms of Service (IT Rules, 2021)

In accordance with Rule 3(1) and Rule 3(2) of the *Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021*, PushCartSiren operates as an intermediary telecommunications bridge.

2.1 Prohibited Content & Vendor Obligations

Users and participating merchants shall not upload, broadcast, or transmit any information that:

- Belongs to another person and to which the user does not have any right.
- Is defamatory, obscene, pornographic, pedophilic, invasive of another's privacy, or racially hateful.
- Promotes illegal goods, prohibited chemical substances, unpasteurized narcotics, or counterfeit currency.
- Violates any law for the time being in force, including the *Food Safety and Standards Act (FSSAI), 2006*.

2.2 Dual-Zero Architecture: 100% Free for Vendors and Households

PushCartSiren does **NOT** charge fees to vulnerable informal vendors or urban residents:

- **100% Free for Street Vendors:** Vendors retain 100% pricing autonomy. The platform charges 0% commission on pushcart cash or direct UPI customer settlements, with zero subscription fees, zero listing fees, and free built-in audio soundbox alerts.
- **100% Free for Urban Households:** Residents access pushcart sirens, real-time arrival radar, and clearance discounts at ₹0 subscription, ₹0 delivery fee, and ₹0 platform markups.

Section 3: Advertising Policy & Fair Trade Practice (CCPA 2022 & ASCI)

All commercial advertisements displayed in the PushCartSiren Household Radar Feed are strictly governed by the *Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022* issued by the Central Consumer Protection Authority (CCPA) and the Advertising Standards Council of India (ASCI) Code.

Ad Compliance Parameter	Statutory Requirement	PushCartSiren Platform Enforcement
Sponsored Labeling	Mandatory disclosure of commercial nature (CCPA Clause 4)	All promotional store banners display bold  Sponsored badge.

Ad Compliance Parameter	Statutory Requirement	PushCartSiren Platform Enforcement
Prohibited Goods	Tobacco, liquor, gambling, surrogate ads	Strict pre-moderation gate in Admin Console. Immediate campaign rejection.
Clear Pricing	Consumer Protection (E-Commerce) Rules 2020	All discounts must reflect verifiable retail reductions from regular shelf price.
Perimeter Relevance	State Municipal By-Laws	Ads strictly geo-fenced within 500m to 2.5km of physical registered store address.

Section 4: Street Vendors Act, 2014 & Statutory Grievance Redressal

4.1 Affirmative Facilitation of Street Vendor Rights

PushCartSiren supports Section 3(1) and Section 12 of the *Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014* by enhancing digital visibility of informal vendors without altering their designated natural vending routes or municipal Town Vending Committee (TVC) regulations.



Statutory Grievance Redressal Mechanism (Rule 3(2) IT Rules, 2021)

In accordance with the Information Technology Rules, 2021, PushCartSiren has designated a dedicated Nodal Grievance Redressal Officer for consumers, vendors, and law enforcement agencies.

Designated Grievance Officer: Samuel Joyrose, General Counsel & Compliance Lead

Grievance Office Email: support@pushcartsiren.com

Official Escalations: info@pushcartsiren.com

Nodal Office Address: PushCartSiren Technologies Pvt. Ltd., Hyperlocal Digital Infrastructure Hub, Chennai • Bengaluru, India.

Statutory SLA: Acknowledgment within 24 hours • Full resolution within 15 days.

Digital Confirmation & Verification:

This document forms an integral legal part of the PushCartSiren platform distribution. Full public web versions are accessible at:

- Privacy Policy: <https://pushcartsiren.com/privacy.html>
- Terms of Service: <https://pushcartsiren.com/terms.html>
- Advertising Guidelines: <https://pushcartsiren.com/advertising-policy.html>
- Grievance Officer: <https://pushcartsiren.com/grievance.html>