Ref. No. 2026/PR/ADM/001 **Date:** 18-09-2026

PRIVACY POLICY

Issued in Guwahati, Assam

Company Name: Next Play Rentals Guwahati (A subsidiary of Altrix Productions Cine Private Limited)
Effective Date: 30th September 2026
Registered Office: Guwahati, Assam, India

1. INTRODUCTION

Welcome to Next Play Rentals Guwahati ("Company", "we", "our", "us"). We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our online booking portal, or engage our console leasing services.

By accessing our services, you consent to the data practices described in this policy.

2. INFORMATION WE COLLECT

To provide secure and seamless console leasing services; we collect the following categories of information:

- **Personal Identification Information:** Full name, email address, phone number, and date of birth.
- **Delivery & Location Data:** Residential address, delivery location, and GPS pin locations for doorstep delivery and pickup of equipment.
- **Verification Data (KYC):** Copies of Government-issued Identity Proofs (e.g., Aadhar Card, Driving License, or Voter ID) required strictly to verify identity and prevent equipment theft or fraud.
- **Financial Data:** Payment details, billing address, UPI IDs, and bank account details required to process rental fees, security deposits, and refunds. *(Note: Credit/Debit card numbers are processed directly by our secure third-party payment gateways like Razorpay/Instamojo and are not stored on our servers).*
- **Technical Data:** IP addresses, browser types, and cookie data collected automatically when you interact with our website or booking portal.

3. HOW WE USE YOUR INFORMATION

We use the collected information for the following commercial and operational purposes:

- To process and manage your PlayStation 5 bookings, deliveries, and returns.
- To authorize and process security deposits and subsequent refunds.
- To verify your identity and conduct fraud prevention checks prior to handing over high-value electronic assets.

- To communicate with you regarding booking confirmations, delivery statuses, late fee notices, and customer support.
- To improve our website functionality, service offerings, and overall customer experience.

4. DISCLOSURE OF YOUR INFORMATION

We do not sell, trade, or rent your personal data to third parties. We may share your information only in the following circumstances:

- **Parent Company:** With our parent company, Altrix Productions Cine Private Limited, for internal corporate governance, auditing, and administrative oversight.
- **Service Providers:** With authorized third-party vendors who assist us in operating our business, such as payment processing gateways (e.g., Razorpay, UPI providers), website hosting platforms (e.g., Wix, Twice), and delivery logistics personnel.
- **Legal & Regulatory Authorities:** If required by law, we may disclose your information and KYC documents to law enforcement agencies to protect our legal rights, investigate fraud, or report the theft/damage of our console equipment.

5. DATA SECURITY & RETENTION

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

- **KYC Retention:** Your submitted ID proofs are kept strictly confidential and are retained only for the duration of the rental period and a brief subsequent period to ensure no post-rental disputes or hardware damages arise.
- **Financial Security:** All online transactions are encrypted and processed through RBI-compliant payment gateways.

6. YOUR RIGHTS

Under applicable Indian data protection laws, you possess the right to:

- Request access to the personal data we hold about you.
- Request the correction of inaccurate or incomplete data.
- Request the deletion of your personal data (subject to our legal obligation to retain certain records for tax, auditing, and fraud-prevention purposes).

7. CHANGES TO THIS PRIVACY POLICY

We reserve the right to update this Privacy Policy at any time to reflect changes in our operational practices or legal obligations. The updated version will be indicated by the "Effective Date" at the top of this document.

8. CONTACT & GRIEVANCE REDRESSAL

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal data, please contact our Grievance Officer:

Mr. Abhilash Patowary
Managing Director Next Play Rentals Guwahati *(A subsidiary of Altrix Productions Cine Pvt. Ltd.)*
Email: help@altrixproductions.in

Issued under the authority of the Board of Directors.

ALTRIX PRODUCTIONS
CINE PVT. LTD.
PRODUCTION HOUSE OF NORTH EAST INDIA
GUWAHATI, ASSAM, INDIA

Shrijut Aakansh Choudhury,
Acting Chairman
Altrix Productions Cine Private Limited