

# Copyright & Content Takedown

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Empirical (OPC) Private Limited · cloxy.co

This policy explains how to report copyright infringement and other unlawful content on Cloxy, and what **Empirical (OPC) Private Limited** ("Cloxy", "we", "us") does when you report it. It covers content users upload to the Cloxy Talent app, the Cloxy Business app, and the cloxy.co website - for example profile photos, chat images, and reviews.

If you are outside India: India does not have the DMCA, but it has an equivalent framework, and this policy is Cloxy's version of that process. If you know how to write a DMCA notice, you already know how to use this policy - see Section 10.

## The short version

Send a notice containing the six items in Section 3 to our Grievance Officer (Section 4). We acknowledge within 24 hours, decide within 15 days, and remove content faster where the law requires it.

## 1. The legal framework

Cloxy is an intermediary: users create and upload content, and we host it. Three pieces of Indian law shape how takedowns work here:

- The **Copyright Act, 1957** - the statute that protects creative works in India and defines infringement.
- **Section 79 of the Information Technology Act, 2000** - the safe harbour that protects intermediaries like Cloxy, provided we act on valid notices and follow due diligence.
- The **IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021** - the rules that set our grievance process and the timelines in Section 5.

This policy is how we meet those obligations. It works alongside the [Intellectual Property Policy](#), which explains who owns what on the platform.

## 2. Who can file a notice

A takedown notice may be filed by the **rights holder** - the person or company that owns the copyright or other right - or by an **agent authorised to act on their behalf**, such as a lawyer, a publisher, or a rights-management agency. If you are filing as an agent, say so in your notice and confirm your authority (Section 3, item 5).

You do not need a Cloxy account to file a notice. Users who simply want to flag inappropriate content can also report it in the app or through the [Contact & Grievance Officer](#) page; formal rights claims should follow this policy.

## 3. What a valid notice must contain

So that we can act quickly and accurately, your notice must include all six of the following:

1. **Identification of the protected work** - what the work is (photo, text, design, or other work), and where we can see the original, such as a link to your website or a copy attached to the notice.
2. **The exact location of the infringing material** - the URL on cloxy.co, or the precise in-app location (for example, the profile, chat, or listing where the material appears), with enough detail for us to find it.
3. **Your contact details** - your full name, postal address, email address, and phone number, so we can reach you about the notice.
4. **A good-faith statement** - a statement that you believe, in good faith, that the use of the material is not authorised by the rights owner, its agent, or the law.
5. **An accuracy and authority statement** - a statement that the information in the notice is accurate, and that you are the rights owner or are authorised to act on the rights owner's behalf.
6. **Your signature** - a physical signature on a scanned notice, or an electronic signature, including a typed full name submitted by email.

### Incomplete notices slow things down

If a notice is missing any of these items, we will tell you what is missing, but we may not be able to act until we receive a complete notice. The fastest path to removal is a complete notice the first time.

## 4. Where to send your notice

Send takedown notices to our Grievance Officer, the designated recipient under the IT Rules, 2021:

### GRIEVANCE OFFICER - DESIGNATED RECIPIENT FOR TAKEDOWN NOTICES

#### Empirical (OPC) Private Limited

Ahmedabad, Gujarat, India

[cloxysupport@gmail.com](mailto:cloxysupport@gmail.com)

Monday to Saturday, 10:00 AM to 7:00 PM IST

Put "Copyright takedown notice" in the subject line so your notice is routed without delay.

## 5. Our timelines

The IT Rules, 2021 set firm deadlines for platforms operating in India, and we commit to them:

WHAT HAPPENS	OUR DEADLINE
We acknowledge your notice or complaint	Within <b>24 hours</b> of receiving it
We decide and dispose of the complaint	Within <b>15 days</b> of receiving it
We remove or disable content on a court order or a direction from a government agency	Within <b>36 hours</b> of receiving the order or direction
We act on complaints about certain classes of unlawful content - for example, intimate imagery shared without consent or content impersonating a person	Within <b>72 hours</b> of the complaint

## 6. What we do when your notice arrives

1. We acknowledge the notice within 24 hours and log it.
2. Our team reviews the notice, the identified content, and the context in which it appears.
3. Where the claim is justified, we remove the content or disable access to it.
4. Where appropriate, we notify the user who uploaded the content, tell them why it was removed, and give them a chance to respond (Section 7).

5. We tell you the outcome within the 15-day window.

We may preserve removed content and related records as evidence, as the law permits or requires.

## 7. Counter-notices

If your content is removed under this policy and you believe the complaint is wrong, you may respond with a justification - for example, that you created the work, that you hold a licence, or that the use is otherwise permitted.

Send your response to the Grievance Officer (Section 4) with the same care Section 3 asks of complainants: identify the content, explain your rights, and include your contact details.

We review counter-notices on their merits. If the original complaint does not hold up, we may restore the content.

We may share the substance of your counter-notice with the complainant so the dispute can be resolved.

## 8. Repeat infringers

Accounts that repeatedly upload infringing content lose access to Cloxy. Each upheld takedown is recorded against the account, and repeated violations lead to suspension or termination under the [Terms of Service](#).

## 9. Misuse of this process

Takedown notices are serious instruments, and filing one you know to be false is itself a violation. Knowingly false or bad-faith complaints - for example, claiming rights you do not hold to get a competitor's content removed - may lead to action against your account and can carry legal consequences under Indian law.

## 10. Notices from outside India

We accept DMCA-style notices from international rights holders and their agents, and we process them under this policy. A properly drafted DMCA notice already contains everything Section 3 requires, so you can send it as is to the Grievance Officer (Section 4). Indian law governs how we handle it, and the timelines in Section 5 apply.