



BeyondBell

Waitlist Consent Notice — Developer Brief

This is implementation copy for the waitlist signup form on beyondbell.in — hand this to Brands Benchmark alongside the Privacy Policy. It satisfies the DPDP Act requirement for a clear notice and consent at the point of collection.

1. Placement

Add this notice directly beneath the waitlist form fields (name, email, school, role), before the submit button. The checkbox must be unticked by default — pre-ticked consent is not valid consent under the DPDP Act.

2. Checkbox Copy (required, blocks submission if unticked)

```
[ ] I agree to BeyondBell (Axleminds LLP) collecting and using my name, email, school, and role to notify me about BeyondBell Circle and related updates, as described in the Privacy Policy.
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3. Short Notice Text (displayed above or beside the checkbox)

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BeyondBell collects this information solely to manage your waitlist spot and notify you at launch. We do not sell your data. Read our full Privacy Policy [link].
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4. Optional Marketing Opt-in (separate, unticked checkbox)

If the form will also be used to send BeyondBell Notes or broader marketing content (not just launch notification), add a second, separate, unticked checkbox — do not bundle this with the consent checkbox above:

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[ ] I'd also like to receive BeyondBell Notes and occasional updates on educator content and events.
```

5. Technical Notes for Brands Benchmark

- Store consent as a boolean flag with a timestamp against the waitlist record (evidence of consent may be requested under DPDP Act enforcement).

- The Privacy Policy link should open in a new tab and point to the published /privacy-policy page.
- Do not submit the form if the primary consent checkbox is unticked.
- Keep the marketing opt-in checkbox state separately so it can be honoured independently if the user later unsubscribes from one but not the other.