

Privacy Policy

At **ShuddhVana**, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, store, and safeguard your personal data when you visit our website or make purchases from us.

By using our services, you consent to the practices described in this policy. Please read this document carefully to understand how we handle your data.

1. Information We Collect

We collect the following types of information when you use our website:

Personal Identification Information: This includes your name, email address, shipping address, billing address, phone number, and payment information. You provide this data when creating an account, making a purchase, or contacting customer service.

Non-Personal Identification Information: This includes details about your device, browser type, operating system, and general browsing behavior on our website, such as the pages you visit and the links you click. This helps us improve your browsing experience.

Cookies: We use cookies and similar tracking technologies to enhance your experience on our site. Cookies help us remember your preferences and improve site functionality. You can control cookie settings in your browser at any time.

2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Process Transactions:** We use your personal and payment details to process orders, fulfill requests, and communicate with you regarding your purchases.
- **To Improve Our Website:** We analyze non-personal data and user behavior to improve site functionality, enhance user experience, and develop new features.
- **To Communicate With You:** We may use your contact details to send you updates about your orders, respond to customer service inquiries, and inform you about new products, promotions, and offers, unless you opt out of receiving marketing communications.
- **To Prevent Fraud and Ensure Security:** We use the data to protect our website and users from fraudulent activities and to ensure that our platform is secure.

3. How We Protect Your Information

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal data. Your information is stored

in secure networks and is only accessible by a limited number of employees who have special access rights to such systems.

We use SSL (Secure Socket Layer) encryption to protect sensitive data like credit card information during transmission.

4. Sharing Your Information

We respect your privacy and will not sell, trade, or rent your personal information to third parties. However, we may share information with third-party service providers who assist us in operating our website and conducting our business, such as:

- **Payment processors:** To complete your purchase transactions.
- **Shipping carriers:** To deliver your orders.
- **Marketing partners:** For promotional activities, but only if you have opted in to receive such communications.

These third parties are required to maintain the confidentiality and security of your data, and they are not authorized to use your personal information for any other purposes.

5. Your Rights and Choices

You have the following rights regarding your personal data:

- **Access:** You can request access to the personal information we have about you.
- **Correction:** You can update or correct any inaccurate personal information.
- **Deletion:** You can request that we delete your personal data, subject to certain legal requirements.
- **Opt-Out of Marketing:** You can opt out of receiving marketing communications from us by clicking the unsubscribe link in any promotional email or by contacting us directly.

6. Retention of Your Data

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by law. If you choose to delete your account, we will remove your personal information from our records, unless we are required to retain it for legal or business purposes.

7. Third-Party Websites

Our website may contain links to third-party websites, and this Privacy Policy does not apply to those sites. We recommend that you review the privacy policies of any external websites you visit.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make significant changes, we will notify you through a notice on our website or by email. Please review this Privacy Policy periodically to stay informed of any updates.