

# Customer Privacy Policy for Initcart

## Introduction

At Initcart Private Limited (“we,” “our,” “us”), your privacy is of utmost importance. We are committed to complying with the applicable laws and regulations of India, including the Information Technology Act, 2000, the Consumer Protection Act, 2019, and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011. This policy outlines how we collect, use, share, and protect your personal information when you interact with our website and services.

## 1. Information We Collect

We collect the following types of information to enhance your shopping experience:

**Personal Information:** This includes your name, email, phone number, postal address, payment details, and other identifiers.

**Order Information:** Data related to your purchases, including product details, order history, billing, and shipping preferences.

**Technical Information:** Your IP address, device type, browser settings, operating system, and cookies that help us analyze website traffic, track usage trends, and optimize our platform.

**Behavioral Information:** This includes browsing activity, product views, wishlists, and interactions with our services.

**Location Data:** Approximate location based on your IP address or GPS settings to offer localized services or content.

## 2. Purpose of Data Collection

We collect your personal data for the following purposes:

**Order Processing:** Verifying, confirming, and fulfilling orders, including processing payments and delivering products.

**Customer Support:** Responding to your queries, complaints, and feedback in accordance with Indian Consumer Protection laws.

**Service Improvement:** Analyzing user behavior, preferences, and feedback to enhance our website and product offerings.

**Marketing and Communication:** Sending promotional offers, newsletters, and advertisements that may be of interest to you. You may opt out of marketing communications at any time.

Legal Compliance: Ensuring compliance with Indian laws, including data retention rules, responding to legal requests, and fulfilling any other statutory obligations.

Fraud Detection and Prevention: Identifying and mitigating fraudulent transactions or misuse of our services.

### **3. Data Sharing**

We respect your privacy and share your information only in the following circumstances:

Third-Party Service Providers: We share your data with partners such as logistics companies, payment processors, and customer support services to facilitate order fulfillment, payments, and issue resolution.

Business Transfers: In the event of a merger, acquisition, or sale of assets, we may transfer your personal information to the relevant parties as part of the business transaction.

Legal Compliance: We may disclose your data to government authorities, regulators, courts, or law enforcement as required by applicable Indian law, such as the Information Technology Act and other local regulations.

Fraud Prevention: We share information with law enforcement, fraud prevention agencies, or similar organizations to investigate, prevent, or take action against illegal activities or violations of our policies.

### **4. Data Security**

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, misuse, loss, or disclosure. Our security protocols include encryption, firewalls, and secure servers. However, no security system is completely foolproof, and we cannot guarantee absolute protection from cyber threats. We advise users to take precautions, such as using strong passwords and keeping their devices secure.

### **5. Cookies and Tracking**

We use cookies and other tracking technologies (such as pixel tags) to improve your experience on our website. Cookies help us remember your preferences, customize your experience, and provide personalized content and offers. You can manage your cookie preferences through your browser settings, but disabling cookies may limit certain functionalities on our website. By using our services, you agree to our use of cookies.

### **6. Your Rights as a Customer**

Under Indian law, you have the following rights concerning your personal data:

**Access:** You may request a copy of the personal information we hold about you.

**Correction:** You may request corrections to inaccurate or incomplete personal data.

**Deletion:** Under certain conditions, you may request the deletion of your personal data.

**Data Portability:** You may request the transfer of your data to another entity in a structured, commonly used format.

**Objection to Processing:** You may object to the processing of your data for direct marketing or other purposes.

**Grievance Redressal:** For any concerns or complaints, you may contact our Grievance Officer as per the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011.

If unresolved, you may lodge a complaint with the Consumer Forum under the Consumer Protection Act, 2019, or approach the Information Technology Grievance Redressal Officer under the IT Rules.

## **7. Retention of Personal Data**

We will retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy or as required by applicable Indian laws, including tax and accounting regulations. We may retain data for a longer period if needed to resolve disputes or enforce our legal rights.

## **8. Compliance with Consumer Protection Laws**

We are committed to protecting your rights as a consumer under the Consumer Protection Act, 2019. This includes ensuring that your data is used responsibly and only for purposes directly related to your engagement with us. If you believe your data has been misused or your rights have been violated, you are entitled to approach the Consumer Dispute Redressal Commissions (CDRC) or use the Online Consumer Mediation Centre (OCMC) for swift resolution.

## **9. Changes to the Privacy Policy**

We reserve the right to update this privacy policy periodically to reflect changes in our practices, legal requirements, or regulatory guidelines. Significant changes will be communicated to you via email or through prominent notices on our website. We encourage you to review this policy regularly to stay informed.

## **Contact Information**

If you have any questions or concerns about this privacy policy or our data handling practices, please contact us at:

Initcart Private Limited

Email: [privacy@initcart.com](mailto:privacy@initcart.com)

Grievance Officer: Dhuvil Soni

Phone: +91 83 48 83 48 83

Address: A-9, P & T Civil Engineering Society, Near Vastrapur Railway Crossing, Satellite, Ahmedabad 380015

This updated policy covers all critical areas and ensures compliance with Indian legal standards while providing transparency to customers.