

# Privacy policy

This Privacy Policy describes how vndlsm.in (the “Site”) collects, uses, and discloses your Personal Information when you visit or make a purchase from the Site.

## **Collecting Personal Information**

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual (including the information below) as “Personal Information”. See the list below for more information about what Personal Information we collect and why.

### **Device information**

Examples of Personal Information collected: version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.

Purpose of collection: to load the Site accurately for you, and to perform analytics on Site usage to optimise our Site.

Source of collection: Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels.

Disclosure for a business purpose: shared with our processor Shopify

### **Order information**

Examples of Personal Information collected: name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.

Purpose of collection: to provide products or services to you to fulfill our contract, to process your payment information, arrange for shipping, and provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

### **Customer support information**

Examples of Personal Information collected: name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.

Purpose of collection: to provide customer support.

Source of collection: collected from you.

### **Sharing Personal Information**

We share your Personal Information with service providers to help us provide our services and fulfill our contracts with you, as described above.

We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

[INSERT INFORMATION ABOUT OTHER SERVICE PROVIDERS]

### **Behavioural Advertising**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We share information about your use of the Site, your purchases, and your interaction with our ads on other websites with our advertising partners. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other similar technologies (which you may consent to, depending on your location).

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

### **You can opt out of targeted advertising by:**

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

### **Using Personal Information**

We use your personal Information to provide our services to you, which includes: offering products for sale, processing payments, shipping and fulfilment of your order, and keeping you up to date on new products, services, and offers.

### **Do Not Track**

Please note that because there is no consistent industry understanding of how to respond to “Do Not Track” signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

### **Changes**

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

### **Contact**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [contact@vndlsm.com](mailto:contact@vndlsm.com), phone: +91 8700841034 or by mail using the details provided below:

**A-30D, Vishal Kunj, New Delhi – 110027**