

PRIVACY POLICY

Ekra Decor Private Limited

Last Updated: [Insert Date]

Ekra Decor Private Limited ("Ekra Decor", "Company", "we", "us", or "our") respects your privacy and is committed to protecting the personal information of visitors to www.ekradecor.com (the "Website") and of our clients and prospective clients ("you", "your"). This Privacy Policy explains what information we collect, how we use and protect it, and the choices available to you. It forms part of, and should be read together with, our Terms and Conditions.

1. Information We Collect

1.1 Information you provide directly:

- Name, phone number, email address, and billing/shipping address
- Site/project address, project requirements, drawings, or photographs shared for quotation purposes
- Payment and billing details necessary to process an Order (we do not store full card details; these are processed by our payment gateway partners)
- Any information you submit through contact forms, WhatsApp, email, or phone enquiries

1.2 Information collected automatically:

- IP address, browser type, device type, and operating system
- Pages visited, time spent on the Website, referring/exit pages, and click patterns
- Location data derived from your IP address or device settings (where permitted)
- Cookie and advertising identifiers (see Section 3 below)

2. How We Use Your Information

We use the information collected to:

- Respond to enquiries, prepare quotations, and process Orders
- Communicate regarding project status, installation scheduling, warranty, and after-sales service
- Process payments and maintain accounting/statutory records
- Improve our Website, products, and customer service
- Run and measure the performance of marketing and advertising campaigns, including on Google and Meta (Facebook/Instagram) platforms
- Comply with applicable legal, tax, and regulatory obligations
- Prevent fraud and protect the security of our Website and business

3. Cookies & Advertising Technologies

3.1 Cookies. Our Website uses cookies and similar tracking technologies to enhance your browsing experience, analyse traffic, and deliver relevant advertising. You can control or disable cookies through your browser settings; disabling cookies may affect certain Website functionality.

3.2 Analytics. We use tools such as Google Analytics to understand how visitors use our Website, including pages viewed and time spent, in aggregate and anonymised form where possible.

3.3 Advertising & retargeting. We run advertising campaigns through Google Ads and Meta (Facebook/Instagram) Business Tools, which may use pixels, tags, or the Meta Conversions API to track conversions and show you relevant ads on other websites and social media platforms based on your interaction with our Website ("retargeting" or "remarketing"). These third-party platforms may set their own cookies and collect data in accordance with their own privacy policies.

3.4 Opting out. You may opt out of personalised advertising through Google Ads Settings (adssettings.google.com) and Meta's Ad Preferences, or through industry tools such as the Digital Advertising Alliance's opt-out page.

4. Sharing of Information

We do not sell your personal information. We may share information with:

- Service providers who assist with hosting, payment processing, logistics, and installation of Products
- Google, Meta, and other advertising/analytics platforms, solely for the purposes described in Section 3
- Manufacturers or brand partners (e.g., fabric or component suppliers), where required to fulfil an Order
- Government authorities, regulators, or law enforcement, where required by applicable law or legal process
- A successor entity in connection with a merger, acquisition, or sale of business assets, subject to equivalent privacy protections

5. Data Storage & Security

We store personal information on secure servers located in India and/or with reputable cloud service providers, and take reasonable administrative, technical, and physical measures to protect it against unauthorised access, alteration, disclosure, or destruction. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

6. Data Retention

We retain personal information for as long as necessary to fulfil the purposes described in this Policy, including for the duration of any applicable warranty period, and thereafter as required to comply with our legal, accounting, or regulatory obligations.

7. Your Rights

Subject to applicable law, including the Digital Personal Data Protection Act, 2023, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information, subject to our legal and contractual retention requirements
- Withdraw consent to marketing communications at any time
- Lodge a grievance with our Grievance Officer (Section 9) or the appropriate data protection authority

To exercise any of these rights, please contact us using the details in Section 10.

8. Children's Privacy

Our Website and Services are intended for use by adults engaging in commercial transactions and are not directed at children. We do not knowingly collect personal information from individuals under the age of 18.

9. Grievance Officer

In accordance with applicable Indian law, the Grievance Officer for Ekra Decor Private Limited is:

Name: [Insert Grievance Officer Name]

Email: info@ekradecor.com

Phone: +91 9810237952 / +91 8287992289

We aim to acknowledge grievances within 48 hours and resolve them within a reasonable timeframe, consistent with our Terms and Conditions.

10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. The revised Policy shall take effect upon being posted on the Website, and continued use of the Website or our Services thereafter constitutes acceptance of the updated Policy.

11. Contact Us

For any questions regarding this Privacy Policy, please contact us at:

Ekra Decor Private Limited

No. 367, Badam Singh Market, Rangpuri, Near Shiv Murti, NH-8, IGI Airport, New Delhi – 110037, India

Phone: +91 9810237952 / +91 8287992289

Email: info@ekradecor.com

Website: www.ekradecor.com

Disclaimer: This document has been prepared as a general commercial draft based on the accompanying Terms and Conditions and common industry practice for Indian businesses. It is not a substitute for advice from a licensed Indian legal practitioner. Ekra Decor is advised to have this document reviewed and formally approved by a qualified lawyer, including insertion of the Grievance Officer's name and confirmation of compliance with the Digital Personal Data Protection Act, 2023 and related rules, before publishing it on the Website.