

# Privacy Policy

**Effective Date:** 27/03/2023

At GudBuy, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you use our platform.

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## 1. Information We Collect

We collect the following types of information:

- **Personal Information:** Name, email, phone number, address, and payment details.
  - **Account Information:** Login credentials and preferences.
  - **Transaction Data:** Purchase history and payment details.
  - **Technical Data:** IP address, device information, browser type, and usage data.
  - **Cookies and Tracking Data:** Information collected via cookies, web beacons, and similar technologies.
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## 2. How We Use Your Information

We use your information for the following purposes:

- To process and fulfill orders.
  - To provide customer support and respond to inquiries.
  - To personalize user experience and improve our platform.
  - To send promotional offers, updates, and important notices (with your consent).
  - To detect and prevent fraud or unauthorized activities.
  - To comply with legal and regulatory obligations.
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## 3. Sharing Your Information

We do not sell your personal data. However, we may share your information with:

- **Service Providers:** Payment processors, delivery partners, and IT service providers.
- **Legal Authorities:** When required by law or to protect our rights.

- **Business Transfers:** In case of mergers, acquisitions, or restructuring.
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## **4. Data Security**

We implement security measures to protect your data from unauthorized access, alteration, or disclosure. However, no online platform is completely secure, and we cannot guarantee absolute security.

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## **5. Your Rights**

Depending on your location, you may have the right to:

- Access, update, or delete your personal data.
- Opt-out of marketing communications.
- Restrict or object to data processing.
- Request data portability.

To exercise these rights, contact us at +91 9495070439

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## **6. Cookies and Tracking Technologies**

We use cookies to enhance your browsing experience. You can manage your cookie preferences through your browser settings.

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## **7. Third-Party Links**

Our platform may contain links to third-party websites. We are not responsible for their privacy practices and encourage you to review their policies.

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## **8. Children's Privacy**

Our services are not intended for children under 13. We do not knowingly collect data from minors.

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## **9. Changes to This Policy**

We may update this Privacy Policy periodically. Continued use of our services after changes are made constitutes acceptance of the revised policy.

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For questions or concerns regarding this Privacy Policy, please contact us at +91 9495070439 or send your queries to [prasobhkumar2@gmail.com](mailto:prasobhkumar2@gmail.com)