Privacy

www.kaizenfashion.com ("Site") is an online portal/website of KAIZEN A Division of UVK SHOPPING PRIVATE LIMITED. In this Privacy Policy, references to “you” mean any person submitting any data to us or our agent or the Site.

Data protection is a matter of trust and your privacy is important to us. We shall therefore only use your name and other information which relates to you in the manner set out in this Privacy Policy. We will only collect information where it is necessary for us to do so and we will only collect information if it is relevant to our dealings with you.

We will only keep your information for as long as we are either required to by law or as is relevant for the purposes for which it was collected.

You can visit the Site and browse without having to provide personal details. During your visit to the Site you remain anonymous and at no time can we identify you unless you have an account on the Site and log on with your user name and password.

## DEFINITIONS OF TERMS USED IN PRIVACY POLICY

#### Browsing Information

Browsing Information is information collected through cookies and web beacons to track what products you viewed and purchased online, what areas or pages you viewed on our website, and other information about your browser and browsing behaviour. We use browsing information to improve the design and content of our website, to suggest content and products that we think may be relevant to you, and to help us learn things like what pages are most attractive to our visitors, what promotions visitors like to see, and to gauge the success of our advertising campaigns.

#### Cookies

A “cookie” is a computer file that acts as an identification card for your computer. When you visit our sites, unique cookies are placed on your browser. The purpose of the cookie is to distinguish your browser from all other browsers that visit our sites. By recognizing your browser, we can serve you better. For example, the cookies allow us to hold the selections in your shopping cart when you navigate away from the order page on our website and then return to complete the order; because of the cookie, you don’t have to start over with your shopping. We can also keep track of what pages of our website your browser visited and whether you purchased a product. That way we can measure such things as how effective our advertising campaigns have been. Working with third-party advertising companies, the use of cookies also enables us to provide you with customized banner ads on different websites, customized content on our website, and customized emails that we think will be more useful than randomly-generated ads and content because they are based on your past purchases and page visits to our website.

#### Interest-Based Advertising

Interest-based advertising has become commonplace across the Web. It is the term we use for the activity that enables us to tailor ads to your interests and activities. Either we, or third-party advertising companies we work with, may look at your browsing activity, such as the types of content you access, ads you click on, and searches you conduct. We can then infer certain interests you have and place ads and offer you deals that meet your needs. Our goal for interest-based advertising is to show ads to people likely to be interested in the products we offer.

#### Personally Identifiable Information (“PII”)

Any information that either actually identifies you, or can be used to identify you, is considered personally identifiable information or PII. The PII that we may collect includes your name, date of birth, gender, physical address, e-mail, phone number, fax number, and credit card information, purchase history, and your image and voice from our CCTV footage in our retail stores.

#### Third-Party Advertising Companies

We allow certain companies to collect information from browsers of our website to use to serve interest-based ads. These companies are usually third party ad servers, ad agencies, technology vendors or providers of sponsored content. Using cookies and web beacons, these companies collect data from a particular browser about web viewing behaviours over time and across unrelated websites and use such data to predict user preferences and to deliver advertisements to that browser which are calculated to target that browser’s predicted preferences.

#### Trusted Business Partners

We work with industry-leading business partners who help us operate our website and provide important services to our customers and visitors. Our business partners may change over time but we are committed to building relationships with third parties who are dedicated to providing you a safe and satisfying experience on our website. Our trusted business partners are contractually obligated to collect and use any information collected from you on our website or on our behalf in a manner that is consistent with this Privacy Policy.

## INFORMATION COLLECTED AND USED

**“UVK SHOPPING PRIVATE LIMITED. (KAIZEN)”** may use your personal information for the processing of orders, payments and to provide you with a personalized shopping experience. We will also use your details to fulfill and deliver your orders and manage your account. Personal information that you provide may be disclosed to a credit reference or fraud prevention agency, which may keep a record of that information. Your personal information may also be shared with other trading divisions within the **“UVK SHOPPING PRIVATE LIMITED. (KAIZEN)”** group. Where there is a legal obligation to do so, we may disclose your information to any relevant regulatory body.  
  
We may also use your personal information to send you marketing updates but only ever in accordance with your preferences (as detailed in the next section). We do not sell your details to third party marketing companies.   
  
We do collate statistical information about site traffic, sales and other commercial information which we may pass on to trusted third parties but these statistics do not include any information which can identify you personally. We see this as a value-added service helping you to find useful products or services.   
  
Finally, we may use your personal information for our internal marketing and demographic studies, together with non-personal data to monitor customer patterns so we can consistently improve our site design to better meet our visitor’s needs.

From time to time **“UVK SHOPPING PRIVATE LIMITED. (KAIZEN)”** may employ third party business partners to collect personal information on **“UVK SHOPPING PRIVATE LIMITED. (KAIZEN)”** behalf. In such cases, these third parties will be subject to confidentiality agreements and instructed by **“UVK SHOPPING PRIVATE LIMITED. (KAIZEN)”** to comply fully with the **“UVK SHOPPING PRIVATE LIMITED. (KAIZEN)”** Privacy Policy.

#### Who Collects Information?

We collect information from you when you interact with us through our retail stores, call centers, associated entities, service providers, franchisees, apps or our website. We may also collect information about you from third parties, such as through social media platforms or our trusted business partners who also collect information from you on our behalf in the course of helping us operate our website and provide services of interest to you. We may collect your PII from other individuals who choose to share your PII with us. also refer to our trusted business partners. We also permit third-party advertising companies to collect your browsing information as well to provide ads on our behalf that are tailored to your interests. See the “Interest Based Advertising Section below for more information on interest-based ads and your choices regarding your information.

When you interact with us through our website, information may be collected in several different ways. It may be collected in obvious, active ways, such as when you provide your name and address or other information when making a purchase, when using the customer service chat feature, when you enter a contest or sweepstakes or if you upload a photo or product review to our site. It may also be collected passively or automatically when you visit and move around on our website through the use of cookies and web beacons that capture your browsing information to enable us and third-party advertising companies to better tailor content and advertising to you.

In general, collection of your PII, browsing information and information you post or provide may vary across our stores and website depending on their purpose, functionality or unique aspects.

#### Use and Sharing of Collected Information

We use information collected in accordance with this Privacy Policy for a number of purposes.

* We use your information collected to:
  + complete transactions and otherwise facilitate your online shopping experience including deliveries of our products;
  + offer you information and promotional material about our products and services;
  + respond to any queries, comments, complaints, or other communications you have with us;
  + facilitate your participation in our loyalty programs;
  + facilitate your participation in competitions, special offers, and promotions.
* We use your browsing information to help us analiyze our website, consumer behaviour and our services and offerings.
* We use your browsing and shopping information to provide you with interest-based advertising.
* We may use information you post in public areas (whether a third party social network, or in user-generated content elements of our website) to provide you with an interactive social media experience that brings aspects of your social networking community to our website.
* We may use all the above information for administrative purposes, including planning, development, procurement, loss prevention, and quality control.

We do not share your personal information with third parties for their marketing purposes or other than as described in this privacy statement. Any trusted business partner receiving personal information is contractually prohibited from discussing, disclosing or making any use of such personal information except as directly necessary to provide us with the services for which we have contracted. We may disclose to third parties your browsing information and other information that does not include your personal information. However, in such cases, your information is aggregated with the information of others and does not identify you individually.

We do not collect and use personal information in ways that are incompatible with the purposes for which it was initially collected or subsequently authorized by you, except as required or permitted by law.

We do not retain your personal information for longer than it is required for the purposes mentioned in this Privacy Policy or is otherwise required under any applicable law for the time being in force.

We may share personal information and browsing information:

* with our service providers, including deliveries, couriers, internet service providers, IT system administrators, promotions companies, marketing consultants, mailing houses, payment processors and other third party suppliers with whom we have business relationships;
* with our consultants and professional advisors;
* with our call centres, associated entities, franchisees, wholesale partners or resellers.

## CONSENT

By submitting data to us or our agent or using the Site, you consent to our use of your data in the manner set out in this Privacy Policy.

**WHERE AND HOW TO ASK QUESTIONS OR FILE COMPLAINTS**

If you require further information about our Privacy Policy, please go to the help section of the web site where frequently asked questions (FAQs) are answered. You agree that You do not object to Us contacting You for any of the above purposes whether by telephone, e-mail in writing.  If you require more information please Contact Us on – +91-9560 63 2802 From 10:00 to 18:00 IST.  
  
We are here - J 44, S/F, WEST PATEL NAGAR, NEW DELHI, INDIA. Phone: +91-11-4953 7988 Email- customersupport@uvkshopping.in

**Updates to the Privacy Policy**

If we modify this Privacy Policy, we will post the revised Privacy Policy on our website. We may also post a notice on our website or send an email describing the changes if the Policy changes in any material way which may be detrimental to you. You should check our website regularly to see if any recent changes to this Privacy Policy have occurred. Changes will go into effect on the last updated date shown in the revised Privacy Policy. By continuing to use our website, you are consenting to the revised Privacy Policy.