

# Privacy Policy

**Max Holdings (Pvt) Ltd**

**Effective Date:** October 3, 2025

**Valid Until:** December 31, 2026

Max Holdings respects your privacy and is committed to protecting any personal information you provide to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or use our services.

## 1. Information We Collect

We may collect and process the following types of data:

- **Personal Identification Information:**  
Name, email address, phone number, company name, job title.
- **Technical Data:**  
IP address, browser type and version, time zone setting, operating system and platform, and other technology used to access the website.
- **Usage Data:**  
Information about how you use our website, pages visited, click patterns, and service preferences.
- **Marketing & Communications Data:**  
Your preferences in receiving marketing communications from us.

## 2. How We Collect Information

We collect information via:

- Direct interactions (forms, emails, chat, or calls)
- Automated technologies (cookies, analytics tools)
- Third-party sources (e.g. business partners or affiliates)

## 3. How We Use Your Information

We may use your data to:

- Deliver our services efficiently
- Respond to inquiries and customer support requests
- Send service updates or marketing communications (with consent)
- Improve user experience and website functionality
- Ensure compliance with legal and regulatory obligations

#### **4. Legal Basis for Processing (GDPR Compliance)**

We rely on the following lawful bases for processing your data:

- Your consent
- The performance of a contract
- Legal obligations
- Legitimate business interests

#### **5. Data Retention**

We will retain your data only as long as necessary for the purposes it was collected, or to comply with legal, accounting, or reporting requirements.

#### **6. Data Security**

We implement appropriate technical and organizational measures to prevent unauthorized access, use, or disclosure of your data.

#### **7. Sharing & Disclosure of Information**

Your information may be shared with:

- Trusted third-party service providers (e.g., IT, hosting, marketing)
- Legal or regulatory authorities (when required by law)
- Business affiliates under strict confidentiality terms

We do **not** sell or rent your data.

## **8. Your Rights**

You have the right to:

- Access the personal data we hold about you
- Correct or update your information
- Request data deletion (where legally applicable)
- Withdraw consent at any time
- Lodge a complaint with a data protection authority

## **9. Cookies & Tracking Technologies**

We use cookies to:

- Understand website traffic patterns
- Enhance user experience
- Store preferences for future visits

You may disable cookies in your browser settings.

## **10. International Data Transfers**

If you are accessing our services outside Sri Lanka, please be aware that your information may be transferred to and processed in countries with different data protection laws.

## **11. Changes to This Privacy Policy**

We may update this policy from time to time. Changes will be posted on this page, and where appropriate, notified via email.

## **12. Contact Us**

For any questions or concerns regarding this Privacy Policy:

Email: **[inquiries@maxholdingsl.com](mailto:inquiries@maxholdingsl.com)**

Phone: **+94 777 893 777**