

GET SKY BUY

Privacy and policy

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General Overview

1. Introduction

Welcome to GET SKY BUY!

At GET SKY BUY, your privacy is our top priority. This Privacy Policy outlines the ways in which we collect, use, disclose, and protect your personal information when you visit our website, <https://www.getskybuy.in/?source=privacyandpolicy>, use our mobile applications, or engage with us through any other channels. Our goal is to maintain transparency about our data practices so that you feel confident and informed while shopping with us.

We understand the importance of safeguarding your personal data in an era where privacy is more crucial than ever. Whether you are browsing our website, creating an account, or making a purchase, we are committed to protecting your personal information through robust security measures and transparent practices.

This Privacy Policy complies with all applicable laws and regulations, including but not limited to the **General Data Protection Regulation (GDPR)**, the **California Consumer Privacy Act (CCPA)**, and other regional or local privacy laws. It applies to all visitors, customers, and users of GET SKY BUY services, ensuring that your rights are upheld regardless of your location.

By accessing or using our website, you agree to the terms set forth in this Privacy Policy. If you do not agree with any part of this policy, we recommend that you discontinue use of our services. For our returning customers, please note that this policy may be updated periodically, and we encourage you to review it whenever you interact with us.

At GET SKY BUY, we value the trust you place in us and are committed to acting responsibly with the data you share. We collect only the information necessary to provide and improve our services, such as processing your orders, delivering your products, and personalizing your shopping experience.

If you have any questions, concerns, or feedback about this Privacy Policy, our team is here to assist you. Feel free to reach out using the contact information provided at the end of this document. We appreciate your trust in GET SKY BUY and look forward to serving you!

2. Scope of the policy

This Privacy Policy applies to all personal and non-personal information collected by **GET SKY BUY** through our website ([Insert Website URL]), mobile applications, social

media platforms, and any other digital or offline channels used to engage with our customers. It governs how we collect, use, store, and disclose information, ensuring compliance with applicable privacy laws and regulations.

2.1 Who Does This Policy Cover?

- **Customers:** Individuals who visit, browse, create accounts, or make purchases on our platform.
- **Visitors:** Users who interact with our website or social media platforms without registering or making a purchase.
- **Business Partners and Vendors:** Third parties such as payment processors, shipping partners, and marketing affiliates who work with us to deliver services.

2.2 What Does This Policy Cover?

- Information collected during account creation, order placement, subscription to newsletters, participation in surveys, or engagement in promotional activities.
- Information collected automatically through cookies, analytics tools, and similar technologies when users interact with our website.
- Any communication data you share with us, such as inquiries via email, live chat, or phone calls.
- Information collected through offline interactions, such as in-store visits (if applicable) or promotional events.

2.3 What Does This Policy Not Cover?

- Data collected by third-party websites or services linked to our platform. We encourage users to review the privacy policies of those third-party services before engaging with them.
- Anonymous or aggregated data that cannot be used to identify an individual directly.
- Data shared by users publicly, such as through social media comments, reviews, or forums.

2.4 Geographical Coverage

Our Privacy Policy is primarily designed for operations in [Insert Primary Operational Region, e.g., India]. While global best practices guide our approach, region-specific laws such as the **GDPR** or **CCPA** may not be directly applicable to our services at this time.

For users outside our primary region, we encourage you to review local privacy regulations.

By accessing or using our services, you acknowledge and agree to the practices described in this Privacy Policy. For region-specific inquiries or additional details, please refer to the sections dedicated to your jurisdiction or contact us directly.

3. Definitions of Key Terms

1. Personal Information

Any information that identifies, relates to, or can be used to identify an individual, such as name, email address, phone number, mailing address, payment details, or other identifiers.

2. Non-Personal Information

Information that cannot be used to directly identify an individual. This can include aggregated data, device type, browser information, or general website usage statistics.

3. Cookies

Small text files placed on a user's device by websites. Cookies help websites remember user preferences, login details, and collect data for analytics or personalization purposes.

4. Data Controller

The entity (in this case, GET SKY BUY) that determines the purposes and means of processing personal data. They are responsible for ensuring that data processing complies with applicable laws.

5. Data Processor

A third-party organization or entity that processes personal data on behalf of the Data Controller (e.g., payment processors, cloud service providers).

6. Processing

Any operation performed on personal data, such as collection, storage, use, disclosure, modification, or deletion.

7. User

Any individual who interacts with GET SKY BUY's website, mobile applications, services, or products, including customers, visitors, or registered account holders.

8. Third Parties

External organizations or entities that may have access to user data, including service providers, advertising partners, or business affiliates, but who are not part of GET SKY BUY.

9. Consent

A clear, informed, and voluntary agreement by the user for the processing of their personal data, given through actions such as ticking a box or providing personal details.

10. Opt-Out

A user's choice to withdraw consent or to prevent the processing of their data for specific purposes, such as marketing communications or personalized ads.

11. GDPR (General Data Protection Regulation)

A European Union regulation that sets guidelines for the collection and processing of personal data of individuals within the EU. It aims to protect user privacy and provide greater control over personal data.

12. CCPA (California Consumer Privacy Act)

A privacy law that provides California residents with rights regarding the collection, use, and sale of their personal information, including the right to request access, deletion, or opt-out of sales of their data.

13. Data Breach

A security incident in which personal data is accessed, disclosed, or lost without authorization, potentially compromising the confidentiality or integrity of the data.

14. Aggregated Data

Data that has been combined and processed to provide statistical or analytical insights, but which does not personally identify individual users.

15. Anonymized Data

Data that has been processed to remove personally identifiable information, making it impossible to trace back to a specific individual.

16. Tracking Technologies

Technologies such as cookies, web beacons, and pixels that track and collect information about user behavior on websites for analytics, personalization, or advertising purposes.

17. Sensitive Personal Data

Special categories of personal data that require enhanced protection due to their sensitive nature, such as health information, racial or ethnic origin, or religious beliefs.

18. Encryption

The process of converting personal data into a secure format that is unreadable without a decryption key, ensuring protection during storage and transmission.

19. Data Subject

An individual whose personal data is being processed. This term is frequently used in the context of the GDPR and other data protection regulations.

20. Data Retention Period

The length of time personal data is stored by GET SKY BUY. After this period, the data is securely deleted or anonymized, unless required by law to be retained for longer.

21. Automated Decision-Making

The use of algorithms or automated systems to make decisions about users without human intervention, such as in profiling for targeted advertising or credit scoring.

22. Data Access Request

A formal request made by a user to access the personal data held about them, as stipulated by data protection regulations like the GDPR.

23. Two-Factor Authentication (2FA)

An additional security process that requires users to provide two forms of identification (e.g., a password and a one-time code sent to their phone) when logging into their account.

24. Privacy by Design

The practice of embedding privacy protections into the development of new services, systems, and products from the outset, ensuring that user privacy is a priority in all stages.

25. Security Breach Notification

The process by which an organization informs users of a security breach that affects their personal data, often within a specific timeframe required by law (e.g., GDPR requires notification within 72 hours).

26. **Data Portability**

The right of users to request and receive their personal data in a structured, commonly used, and machine-readable format to transfer it to another service provider.

27. **Profiling**

The use of personal data to evaluate or predict aspects of an individual's behavior, interests, or preferences, often for marketing or other decision-making purposes.

28. **Third-Party Advertising**

The practice of external organizations displaying ads to users based on their personal data or browsing behavior. These ads are often targeted using cookies or tracking pixels.

Information Collection

4. Types of Information We Collect

At GET SKY BUY, we collect various types of information to provide a personalized and efficient shopping experience, improve our services, and maintain the security of our platform. The types of information we collect fall into two main categories: **personal information** and **non-personal information**. We may collect this data directly from you, automatically through your interaction with our website or services, or from third-party sources. Below are the types of information we may collect:

Personal Information

Personal information refers to any data that can be used to identify you, either on its own or in combination with other data. We collect personal information when you use our website, create an account, place an order, or interact with our customer support team. The personal information we collect may include:

- **Identity Information:** This includes your full name, date of birth, gender, or other identifiers that help us recognize you as a registered user of our services.
- **Contact Information:** We collect your email address, phone number, and mailing address when you sign up for an account, make a purchase, or subscribe to our communications. This helps us stay in touch with you regarding your orders, promotions, or customer support.
- **Payment Information:** When you make a purchase, we collect details such as your payment method (credit card, debit card, etc.), billing address, and transaction history. This allows us to process your transactions securely and fulfill your orders.
- **Account Information:** When you create an account, we collect information like username, password, preferences, and order history to help provide a personalized shopping experience.
- **Marketing and Communications:** If you choose to subscribe to our newsletters or marketing communications, we collect your preferences regarding the types of

promotions or updates you'd like to receive. This may include your responses to surveys or special offers we send you.

Non-Personal Information

In addition to personal information, we collect non-personal information to understand how users interact with our website and improve our offerings. This data helps us analyze trends, diagnose technical issues, and optimize the overall user experience. Non-personal information we collect includes:

- **Device Information:** We collect details about the device you use to access our website, such as its model, operating system, browser type, and unique device identifiers. This helps us ensure our website is accessible and functions correctly across a variety of devices.
- **Usage Information:** This includes data about how you interact with our website, such as pages visited, clicks, search queries, and the time spent on various sections of the site. This information allows us to improve navigation, identify popular products, and enhance website performance.
- **Location Data:** If you have location services enabled, we may collect information about your location to improve the relevance of offers or services in your area. We only collect this information with your consent and in accordance with applicable laws.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies (e.g., web beacons and pixels) to collect information about your interactions with our website. This includes tracking preferences, remembering login details, and providing you with targeted advertisements based on your browsing activity. Cookies also help us gather insights about website traffic and user behavior for analytical purposes.

Third-Party Information

In some cases, we may receive information about you from third-party sources. This can include:

- **Social Media Platforms:** If you link your account with a social media platform (e.g., Facebook, Google), we may collect data such as your name, profile picture, and email address associated with your social media account.
- **Payment Processors:** When you make a purchase, we receive payment details from our third-party payment processors (e.g., credit card information, billing address). We do not store sensitive payment information; it is processed securely by third-party providers.
- **Marketing Partners:** We may obtain data about you from our marketing partners, such as information regarding your interaction with our ads or promotional offers. This helps us refine our marketing efforts and target more relevant content to you.

Sensitive Personal Data

While GET SKY BUY does not intentionally collect sensitive personal data such as health information, religious beliefs, or racial/ethnic origin, we may process such information only if

provided voluntarily by the user and where permitted by law. This information will be handled with the utmost care and in compliance with relevant privacy regulations.

By providing your information, you agree to its collection and use as described in this Privacy Policy. If you prefer not to share certain types of data, you may choose to limit the information you provide (e.g., opting out of cookies or certain communications), but this may affect your ability to use some of our services or features.

5. Methods of Information Collection

At GET SKY BUY, we collect information through various methods to ensure we can provide a seamless, personalized, and secure experience for our users. The methods by which we collect data include:

5.1 Directly from Users

We collect personal information directly from users when they interact with our website, register for an account, or make a purchase. This can occur in the following ways:

- **Account Registration:** When users sign up for an account, we collect basic details such as their name, email address, phone number, and preferences.
- **Purchases and Transactions:** During the checkout process, we collect payment information, billing addresses, and other details necessary for processing and completing transactions.
- **Forms and Surveys:** Users may voluntarily provide information through forms, surveys, or other interactive tools, such as subscribing to newsletters, entering contests, or providing feedback on products or services.
- **Customer Support Interactions:** When users contact our customer support team (via chat, email, or phone), we may collect additional personal data to assist with inquiries, resolve issues, or improve service.

5.2 Automatically Through User Interactions

We collect certain types of information automatically when users visit our website or use our services. This data is collected through technologies like cookies, web beacons, and other tracking mechanisms. Examples include:

- **Cookies and Tracking Technologies:** These are small text files stored on your device that help us remember your preferences, login information, and track your behavior across pages. Cookies help personalize your experience, such as showing products you might be interested in, and also provide insights into how users interact with our website.
- **Device and Usage Data:** When users visit GET SKY BUY, we collect details about their device, operating system, browser type, and IP address. We also gather data on how the website is used—such as pages viewed, time spent on the site, and the links clicked.

This helps us understand which features are popular and how to improve the user experience.

- **Location Data:** If users have location services enabled, we may collect information about their location to show relevant content or offers specific to their geographic area. This is done with the user's consent and in accordance with applicable laws.
- **Log Files:** Our servers automatically record information such as IP addresses, browser types, timestamps, and page visits whenever users interact with our site. This is used for troubleshooting, security, and understanding usage patterns.

5.3 From Third-Party Sources

In some cases, we may collect information from third parties. This helps us enhance the services we offer and improve user experience. Third-party sources include:

- **Social Media Platforms:** If users choose to log in via social media accounts (e.g., Facebook, Google), we may collect certain information from these accounts, such as their public profile information (name, email address, etc.).
- **Payment Processors:** When users make purchases, we may receive payment details, such as billing addresses or transaction histories, from third-party payment processors (e.g., PayPal, credit card companies).
- **Advertising and Marketing Partners:** We may obtain information about users' interactions with advertisements or offers displayed on third-party websites or platforms. This data helps us deliver targeted ads and assess the effectiveness of our campaigns.
- **Affiliates and Partners:** If users are referred to GET SKY BUY by an affiliate or partner, we may collect information from these entities to track referrals and provide users with any applicable benefits.

5.4 From Cookies and Similar Technologies

Cookies and similar technologies are widely used to collect both personal and non-personal information. These technologies help us understand how users interact with our website and can be classified into:

- **Essential Cookies:** These are necessary for the functioning of our website (e.g., remembering your login details or keeping track of your cart items).
- **Performance Cookies:** These collect anonymous data to help us improve the performance of our site, such as by tracking how long users spend on each page or what errors might occur.
- **Functionality Cookies:** These allow us to remember user preferences (e.g., language settings, region preferences) to offer a more personalized experience.
- **Targeting or Advertising Cookies:** These track users' browsing behavior across websites and help serve targeted ads based on their interests.

5.5 From Email Communications

We collect information through email interactions with our users. If you sign up for newsletters or email promotions, we may track whether emails are opened, links are clicked, and how users interact with email content. This helps us refine our email marketing efforts and improve future communications.

5.6 From Mobile Apps (if applicable)

If you use GET SKY BUY's mobile app, we may collect data such as your device information, app usage, and location data (if enabled). In addition to the above methods, the app may also collect unique identifiers for your device to track your app usage.

6. Information Collected Automatically

When you visit or interact with GET SKY BUY's website, app, or services, certain information is collected automatically without you having to actively provide it. This information is collected through various technologies, such as cookies, web beacons, and other tracking technologies, and helps us improve our services, understand how users interact with our platform, and ensure the security and performance of our website. The types of information we collect automatically include:

6.1 Device and Browser Information

We collect information about the device you use to access GET SKY BUY, which helps us optimize your browsing experience. This data includes:

- **Device Type:** Information about whether you are accessing our website from a mobile device, tablet, desktop, or other platforms.
- **Operating System:** The type and version of the operating system running on your device (e.g., Android, iOS, Windows, macOS).
- **Browser Type:** The type of web browser you are using (e.g., Chrome, Safari, Firefox) along with its version.
- **Unique Device Identifiers:** Your device's unique identifiers, such as an advertising ID for mobile devices, which can help us track user behavior across devices and sessions.

6.2 Log Data

As part of our standard operation, our servers automatically collect certain data whenever you visit or interact with our website. This is known as **log data** and includes:

- **IP Address:** Your internet protocol address, which helps us identify your device and the general geographic location from which you are accessing the site.
- **Date and Time of Visit:** The exact time and date when you visit the website or perform actions such as clicking on links or completing purchases.
- **Pages Visited:** Information about the specific pages you visit on our site, the duration of time spent on each page, and how you navigate between pages.

- **Referrer URL:** The URL of the website or page that led you to GET SKY BUY, which helps us understand where users are coming from (e.g., a search engine, social media, or an affiliate site).

6.3 Cookies and Similar Tracking Technologies

Cookies are small files stored on your device that allow us to remember your preferences, login status, and other information to enhance your experience. Along with cookies, we may also use **web beacons**, **pixels**, and **local storage** to track user behavior on our website. These technologies enable us to collect the following types of information:

- **Preferences and Settings:** We may store your language preferences, region, or other personalized settings so that we can provide a customized experience on your next visit.
- **Session Information:** Cookies allow us to track your session and activity on our website (e.g., remembering items in your shopping cart, preferences for display settings) to ensure that the website functions smoothly during your visit.
- **Analytics Data:** We use cookies to gather information about how visitors use GET SKY BUY. This includes which pages are visited most often, what links are clicked, and how users interact with various elements of our website. This data helps us identify trends and improve the user experience.
- **Advertising and Marketing:** We may use cookies to track users across different websites and serve relevant advertisements based on their interests, browsing history, and interaction with our content. These cookies help us and our advertising partners deliver targeted ads, track the effectiveness of marketing campaigns, and measure return on investment (ROI).

6.4 Location Data

If you have location services enabled on your device, we may collect information about your physical location. This can include:

- **Geolocation Information:** Your location data based on GPS, Wi-Fi networks, or other device-specific features. This allows us to provide location-based offers, services, or promotions.
- **IP-based Location Data:** We may also collect location information derived from your IP address, which provides an approximate location (city or region) of your device.

6.5 Usage Data

We collect information about how you interact with our website, such as:

- **Pages Visited and Actions Taken:** Details about which pages you visit, what links you click on, and what features you engage with (such as adding items to your cart or completing a purchase).
- **Session Duration:** How long you spend on the site and specific pages.

- **Scroll and Click Patterns:** Information on where you click or scroll on a page to help us optimize the website layout for better user interaction.

6.6 Web Beacons and Pixels

Web beacons (also known as tracking pixels) are small, invisible images embedded on web pages or in emails that allow us to track user behavior. When you open a webpage or email containing a web beacon, it sends information back to our servers, such as:

- **Email Open Rates:** Whether you open an email or not, which helps us understand user engagement with our email marketing campaigns.
- **Site Activity:** Information on your browsing activity, such as what page you visited, to provide better insights into user behavior.

6.7 Behavioral and Advertising Data

We use tracking technologies to gather information on how you engage with GET SKY BUY's advertising and content, both on our website and on third-party sites. This may include:

- **Ad Clicks:** Tracking when users click on ads displayed on the website, including ads served by third parties like Google or Facebook.
- **Ad Impressions:** Information about when ads are shown to users, regardless of whether the user interacts with them.

6.8 How We Use This Automatically Collected Information

The information collected automatically is used to:

- **Improve User Experience:** By understanding how users interact with the website, we can optimize the design, content, and overall performance.
- **Personalize Content and Offers:** Cookies and tracking data help us provide tailored content, offers, and advertisements based on your browsing history and preferences.
- **Enhance Website Security:** Log data and device information are used to monitor and improve the security of our website and protect against fraud or unauthorized access.
- **Analyze Performance:** We use analytics data to understand the effectiveness of our website, advertising campaigns, and marketing efforts.

7. Information Collected Through Third Parties

In addition to the information we collect directly from you and automatically through your interactions with our website, we may also collect data from third-party sources. These third parties help us enhance your experience, improve our services, and provide more tailored content, advertisements, and offers. The information we collect through third parties may include personal data, device information, behavioral data, and more. Below are the key third-party sources from which we may collect information:

7.1 Social Media Platforms

If you choose to log in to GET SKY BUY using your social media account (e.g., Facebook, Google, Instagram), we may collect certain personal information from your social media profile. The data we collect from these platforms typically includes:

- **Basic Profile Information:** This can include your name, email address, profile picture, and public information available on the platform.
- **Friends or Contacts Information:** If you interact with GET SKY BUY through your social media account, we may access your list of friends or contacts, depending on the permissions granted by the platform.
- **Activity Data:** We may also collect information about your activity on the social media platform, such as posts, likes, or comments related to our brand or products.

We only collect information that you have authorized the respective social media platform to share with third-party apps. You can manage or revoke this permission through your account settings on the relevant social media platform.

7.2 Payment Processors

When you make a purchase through GET SKY BUY, we process payments securely through third-party payment processors, such as PayPal, Stripe, or credit card networks. These processors collect and store payment-related information, such as:

- **Payment Method:** The type of payment method you use (e.g., credit card, debit card, or PayPal).
- **Billing Address:** The address associated with your payment method, which may include your full address, zip code, and country.
- **Transaction Details:** Information related to the purchase, such as the date, amount, and order ID.

GET SKY BUY does not store sensitive payment details such as your credit card number. All payment information is handled directly by the third-party payment processors, who are responsible for maintaining the security and confidentiality of your payment data.

7.3 Advertising and Marketing Partners

We may receive information from advertising and marketing partners to help us better understand user behavior, deliver targeted advertisements, and measure the success of our campaigns. These third parties include advertising networks, data brokers, and analytics providers, and the information they provide may include:

- **Behavioral Data:** Information about how you engage with advertisements and content on GET SKY BUY and across third-party websites. This can include which ads you clicked, what products you viewed, and your interaction with promotional content.

- **Demographic Data:** Details such as age, gender, location, or interests, which help us create more relevant and personalized marketing campaigns.
- **Device and Location Information:** Information related to your device, operating system, and geographical location, which can be used to display location-based offers or advertisements.

We use this data to refine our advertising strategy, deliver more relevant ads, and improve the overall effectiveness of our marketing efforts.

7.4 Analytics Providers

We work with third-party analytics providers (e.g., Google Analytics, Mixpanel, etc.) to collect and analyze data regarding your usage of our website and services. These providers use cookies and other tracking technologies to gather information such as:

- **Website Activity:** Data about your interactions with GET SKY BUY's website, including pages visited, time spent on the site, clicks, and browsing patterns.
- **Traffic Sources:** Information about where our website traffic is coming from (e.g., search engines, referral links, direct traffic).
- **User Engagement:** Insights into how users engage with content on our website, such as product views, cart additions, and checkout processes.

This information helps us understand user behavior, optimize website performance, and improve our content and services.

7.5 Affiliate and Referral Partners

If you are referred to GET SKY BUY by an affiliate or partner, we may collect data about your interaction with their marketing efforts. This information may include:

- **Referral Information:** Data about how you were referred to our website, including the affiliate or partner who referred you and any associated promotional offers.
- **Affiliate Link Tracking:** Information on clicks or transactions made through affiliate links, which helps us track the effectiveness of affiliate marketing campaigns.

This data allows us to reward affiliates, track referral success, and provide benefits to users who come through these referral programs.

7.6 Data from Third-Party Services

In certain cases, we may obtain additional data from other third-party services to enhance the information we have about you. This data may include:

- **Publicly Available Information:** For example, we may use data from public databases or other third-party sources to update or validate the information you've provided, such as your contact information or shipping address.

- **Additional Personal Data:** Third-party services like data brokers or credit-reporting agencies may provide additional information about your demographic profile, purchasing behavior, or interests to improve our marketing efforts.

7.7 Legal and Compliance Sources

In some instances, we may collect information from third parties to comply with legal obligations or to protect our legal rights. These sources can include:

- **Law Enforcement:** We may share or receive information from government agencies, law enforcement, or regulatory bodies to investigate fraud, comply with legal processes, or respond to lawful requests.
- **Legal Advisors:** We may obtain information from legal professionals for the purpose of conducting audits, resolving disputes, or ensuring compliance with applicable laws.

7.8 How We Use Information from Third Parties

The information collected through third parties is used to:

- **Improve User Experience:** Enhance our services by understanding your preferences and behavior through targeted ads, personalized recommendations, and relevant offers.
- **Marketing and Advertising:** Deliver targeted advertising, measure the success of our campaigns, and provide personalized promotions and content.
- **Analytics and Performance:** Understand how users interact with GET SKY BUY's platform and improve the overall functionality and user experience.
- **Security and Legal Compliance:** Prevent fraud, protect against security threats, and comply with legal obligations.

Use of Collected Information

8. How We Use Your Personal Information

At GET SKY BUY, we value the privacy and security of your personal information. The personal data we collect is used to improve your experience with our website, ensure the smooth operation of our services, and provide you with personalized content and offers. We use your information for various purposes, as outlined below:

8.1 Providing and Improving Our Services

Your personal information is essential to the functionality of GET SKY BUY's services. We use your data to:

- **Process Orders:** To process and fulfill your orders, including payment processing, confirming your shipping details, and managing returns or exchanges.
- **Customer Support:** To respond to your queries, provide support, and address any issues or concerns you may have regarding our products or services. This can include email correspondence, phone support, or chat assistance.
- **Account Management:** To help you manage your account, including registration, logging in, and maintaining account details such as passwords, preferences, and settings.

8.2 Personalization of Content and Experience

We strive to make your experience on GET SKY BUY as tailored and relevant as possible. Your personal information allows us to:

- **Personalize Product Recommendations:** Based on your browsing history, past purchases, and preferences, we provide product suggestions and recommendations that are likely to interest you.
- **Customize User Experience:** We use your location, device, and preferences to deliver a personalized experience, from language settings to product promotions and offers that are relevant to you.
- **Targeted Offers and Promotions:** We may send personalized offers, discounts, or promotions that are based on your shopping history or demographic profile to keep you informed about the latest deals and updates.

8.3 Marketing and Advertising

Your personal information helps us improve our marketing efforts and deliver relevant advertisements. We use the data we collect to:

- **Send Promotional Communications:** We may send you promotional emails, newsletters, or notifications about new products, upcoming sales, and exclusive offers. These communications may be personalized based on your interests and past interactions with GET SKY BUY.
- **Serve Targeted Ads:** By analyzing your browsing activity and purchase history, we can serve you tailored ads on GET SKY BUY and third-party platforms. This helps ensure that the ads you see are relevant to your preferences.
- **Affiliate and Referral Marketing:** We use your referral and purchase information to reward affiliates or provide benefits based on referral programs. We also track your engagement with affiliate links to measure the success of these partnerships.

8.4 Analytics and Performance Optimization

Your personal and non-personal data helps us understand how users interact with our platform. This data allows us to:

- **Analyze User Behavior:** We track which pages you visit, how long you stay, and what actions you take (e.g., adding items to the cart, completing a purchase) to identify areas for improvement and optimize the user experience.
- **Improve Website Functionality:** The data we gather from your interactions helps us enhance website performance, resolve bugs, and ensure smooth navigation. We also optimize website load times, fix errors, and improve the overall site usability based on your feedback and activity.
- **Assess Advertising Effectiveness:** By analyzing the performance of ads and marketing campaigns, we can improve future campaigns and ensure that our marketing efforts resonate with users.

8.5 Security and Fraud Prevention

We use your personal information to protect both your account and our platform from fraudulent activity. This includes:

- **Account Protection:** We use your data to verify your identity, detect unauthorized access, and prevent malicious activities such as account hacking, identity theft, or fraud.
- **Security Monitoring:** We monitor your interactions with the website and track suspicious activities to ensure that your data is secure. This helps us detect and respond to potential security threats and breaches.
- **Compliance with Legal Requirements:** In certain situations, we may use your data to comply with legal obligations, respond to legal requests, and ensure that we are operating within the bounds of applicable laws and regulations.

8.6 Customer Support and Service Improvement

We collect and use your personal information to enhance our customer support efforts. This involves:

- **Issue Resolution:** Using your contact information and transaction history, we assist you in resolving issues such as returns, exchanges, complaints, or product inquiries.
- **Surveys and Feedback:** We may use your data to send satisfaction surveys or collect feedback on your experience with GET SKY BUY. This helps us understand your needs and improve our services and offerings.
- **Product Development:** Your feedback and suggestions play a key role in helping us innovate and develop new products and services based on user demand.

8.7 Legal and Compliance Obligations

We may use your personal information to fulfill legal and regulatory requirements, as well as to protect our rights and interests. This includes:

- **Complying with Laws:** We may process your data to comply with applicable data protection laws, consumer protection laws, or other legal obligations.

- **Responding to Legal Requests:** If required by law, court order, or government request, we may disclose your personal information to authorities or legal representatives in accordance with relevant laws.
- **Preventing Harm or Legal Claims:** In cases where we believe there is a risk of harm or violation of rights, we may use your information to protect against legal claims, fraud, or violations of our policies.

8.8 Business Transactions and Transfers

In the event that GET SKY BUY undergoes a business transaction, such as a merger, acquisition, or sale of assets, we may use your personal information to:

- **Transfer Data:** Your personal information may be transferred to a third party as part of the business transaction, ensuring continuity of services and operations.
- **Notify Users:** In such cases, we will notify you about the change in ownership or control of your personal information, in accordance with applicable laws.

8.9 Retention of Personal Information

We retain your personal information for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This may include:

- **Order History:** We retain transaction records and order details to assist with returns, warranties, and customer service requests.
- **Legal Compliance:** Some information may need to be kept for extended periods for legal, tax, or regulatory purposes.
- **Account Maintenance:** We store your account data for as long as you are a registered user of GET SKY BUY, and until you decide to close or deactivate your account.

8.10 How We Share Your Personal Information

While we use your personal information for the purposes outlined above, we may also share your information with third parties under certain circumstances, such as when required by law, with service providers, or to enhance our services. For more information, please refer to the **"Information Sharing"** section of our Privacy Policy.

9. Legal Bases for Processing Information

At GET SKY BUY, we are committed to ensuring that your personal data is processed in a lawful, fair, and transparent manner. In accordance with applicable data protection laws, we process your personal information based on certain legal grounds, known as **legal bases**. These legal bases justify our use of your personal data and ensure that we comply with privacy regulations. Below, we outline the legal bases on which we rely to process your information:

9.1 Consent

In some cases, we process your personal information based on your explicit consent. When you provide us with your consent, such as by subscribing to our newsletter, agreeing to receive marketing communications, or allowing the use of cookies, we use your data for the specific purposes you've consented to.

- **Withdrawing Consent:** You have the right to withdraw your consent at any time. This can be done by updating your communication preferences, opting out of marketing emails, or adjusting your cookie settings in your browser. Withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

9.2 Contractual Necessity

We may process your personal data as necessary to fulfill a contract with you or to take steps at your request prior to entering into a contract. This includes:

- **Order Processing:** When you place an order, we need to process your personal data (e.g., shipping address, payment details) to fulfill the transaction and provide you with the goods or services you've requested.
- **Account Management:** If you register for an account with GET SKY BUY, we need to process your information to manage your account, provide customer support, and allow you to use our services.
- **Delivery of Services:** We may use your data to deliver personalized services or respond to your requests, such as providing information or recommendations on products based on your preferences.

9.3 Compliance with Legal Obligations

We are required to process your personal information to comply with certain legal obligations. This includes:

- **Tax and Financial Reporting:** We may need to retain your data for tax, accounting, or regulatory purposes.
- **Legal Compliance:** We may process personal data to comply with various legal obligations, such as responding to subpoenas, complying with data retention requirements, or cooperating with law enforcement in the event of a legal investigation.
- **Fraud Prevention and Security:** To prevent fraud and protect our services, we may need to use your personal information to monitor transactions, detect suspicious activities, and comply with security laws.

9.4 Legitimate Interests

We may process your personal data based on our legitimate interests, provided that those interests are not overridden by your rights and freedoms. Legitimate interests include:

- **Improving User Experience:** We use your data to enhance your experience on GET SKY BUY by personalizing content, recommending products, and tailoring marketing offers based on your preferences and browsing behavior.
- **Marketing and Advertising:** We may use your information to serve you targeted advertisements and promotions that are relevant to your interests. This is done to improve the effectiveness of our marketing campaigns and ensure we reach the right audience.
- **Website Analytics and Performance:** We analyze user behavior on our website to understand how users interact with our platform. This helps us improve the performance, functionality, and security of the website.
- **Business Operations:** We use your data for administrative purposes, such as conducting audits, resolving disputes, and enforcing our terms of service. This allows us to operate our business efficiently and ensure compliance with our policies.

9.5 Vital Interests

In certain rare cases, we may process your personal data to protect your vital interests or the vital interests of others. This could apply in situations where:

- **Medical Emergencies:** If you are involved in an emergency or medical situation and we need to use your data to protect your health or well-being.
- **Safety and Protection:** To prevent harm or ensure safety during emergency situations (e.g., in the event of a security threat or natural disaster).

9.6 Public Interest or Official Authority

In some cases, we may process your data to fulfill tasks carried out in the public interest or in the exercise of official authority. This could include:

- **Government and Regulatory Compliance:** We may process your data to comply with government regulations or to carry out activities that are in the public interest, such as complying with industry standards or fulfilling legal obligations set by government agencies.

9.7 Your Rights Regarding the Processing of Personal Data

You have several rights regarding the processing of your personal information. These rights include:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can correct or update any inaccurate or incomplete data.
- **Right to Erasure:** You may request the deletion of your personal data under certain circumstances.
- **Right to Restrict Processing:** You can request the restriction of processing your personal data, in certain situations.

- **Right to Object:** You can object to the processing of your personal data based on legitimate interests or direct marketing purposes.
- **Right to Data Portability:** You can request that we transfer your personal data to another service provider in a structured, commonly used format.

For more details on how you can exercise these rights, please refer to the **"Your Data Protection Rights"** section of this Privacy Policy.

10. Use of Non-Personal Data

In addition to processing your personal information, GET SKY BUY also collects and uses non-personal data, which refers to data that cannot be used to directly identify an individual. Non-personal data includes information about your browsing activity, device information, and website interactions that are aggregated or anonymized. We use non-personal data for a variety of purposes to improve our services, optimize website performance, and enhance the user experience.

10.1 Website Analytics and Performance

Non-personal data is primarily used to analyze and understand how users interact with GET SKY BUY's website. This includes:

- **Tracking User Activity:** By collecting aggregated data on how users navigate our website, including pages visited, time spent on the site, and actions taken (e.g., clicks, product views), we can assess the effectiveness of our website layout, design, and content.
- **User Behavior Analysis:** Non-personal data allows us to identify trends and patterns in how users engage with our platform. This helps us refine our website's functionality, prioritize improvements, and fix any issues that may hinder the user experience.
- **Improving User Experience:** By analyzing non-personal data, we can optimize the overall performance of the website, such as loading times and ease of navigation, ensuring that users have a seamless browsing experience.

10.2 Enhancing Product and Service Offerings

Non-personal data helps us understand user preferences and needs at a broader level, enabling us to:

- **Tailor Product Recommendations:** By analyzing trends in product views and purchasing patterns, we can recommend popular or similar products to users, based on collective user behavior rather than individual preferences.
- **Refine Inventory and Supply Chain:** Non-personal data allows us to track which products are being viewed or added to carts frequently, helping us better manage stock levels and product availability.

10.3 Targeted Advertising and Marketing

We use non-personal data for targeted advertising, enabling us to show relevant ads to users. This includes:

- **Behavioral Targeting:** By analyzing your interactions with GET SKY BUY's website, such as products viewed, time spent on pages, or items added to your cart, we can serve you personalized ads on our platform or across other websites and apps you visit.
- **Retargeting Ads:** Non-personal data enables us to run retargeting campaigns, reminding you of products you've viewed or abandoned in your shopping cart. These ads are shown to you as you browse other websites or social media platforms.

10.4 Performance Metrics and A/B Testing

We use non-personal data to conduct A/B testing and other performance evaluations to improve GET SKY BUY's website and marketing strategies:

- **A/B Testing:** Non-personal data allows us to test different versions of our website or marketing campaigns to determine which elements (e.g., design, content, offers) perform best among users.
- **Metrics and KPIs:** We track key performance indicators (KPIs) such as click-through rates, conversion rates, and bounce rates, all of which are based on non-personal data, to measure the success of our website, marketing campaigns, and product offerings.

10.5 Security and Fraud Prevention

Although non-personal data doesn't identify you personally, it can still be valuable in identifying and preventing security risks and fraud:

- **Monitoring and Identifying Threats:** We use aggregated data, such as unusual traffic patterns or spikes in activity, to detect potential security breaches or fraudulent activities on GET SKY BUY's platform.
- **Anomaly Detection:** By monitoring non-personal data, we can identify irregular behavior that could signal fraudulent transactions or attacks, allowing us to take appropriate action to protect our website and users.

10.6 Aggregated Reporting

Non-personal data is often aggregated into reports for internal analysis and external communication. This can include:

- **Market Research:** We may use non-personal data to conduct market research, which can inform our strategies for product development, marketing, and customer outreach. This data can be shared with business partners or advertisers in an anonymized form.
- **Business Intelligence:** Aggregated data helps us generate insights that guide business decisions, such as determining the popularity of specific product categories, understanding seasonal trends, or measuring the success of marketing campaigns.

10.7 Legal and Regulatory Compliance

In some cases, we may use non-personal data to meet regulatory or legal requirements:

- **Compliance with Laws:** We may need to aggregate and anonymize data to comply with industry regulations or legal obligations that require us to monitor or report specific website activities or performance metrics.

10.8 How We Share Non-Personal Data

Non-personal data is often shared with third parties in an aggregated or anonymized form for purposes such as:

- **Analytics and Reporting:** We may share non-personal data with third-party analytics providers to help us understand user behavior and improve our services.
- **Advertising and Marketing:** We may share non-personal data with advertising networks and partners to display relevant ads to users based on aggregated data and browsing behavior.

Non-personal data is not subject to the same level of privacy protection as personal data since it cannot be used to identify you directly. However, we ensure that any third parties with whom we share non-personal data follow appropriate security measures to protect the information.

10.9 Opting Out of Non-Personal Data Collection

Although non-personal data is not directly identifiable to you, you may still have the option to limit or control certain types of data collection:

- **Cookies and Tracking Technologies:** You can manage your cookie preferences or block certain types of tracking through your browser settings. This will limit the collection of non-personal data used for analytics and advertising purposes.
- **Advertising Preferences:** You can opt out of personalized advertising through the settings provided by third-party advertising platforms, such as Google Ads or Facebook.

Please note that opting out of certain non-personal data collection practices may limit some of the features or services available on GET SKY BUY, such as personalized recommendations and targeted advertising.

11. Analytics and Research Purposes

At GET SKY BUY, we use both personal and non-personal data for analytics and research purposes to continually improve our services, optimize user experience, and understand how our customers interact with our platform. Analytics and research allow us to make data-driven decisions and provide personalized experiences while ensuring the functionality, performance, and security of our website and services.

11.1 Analyzing User Behavior

We analyze how users navigate GET SKY BUY's website to understand their preferences, interactions, and overall behavior. This helps us identify which pages are most visited, where users spend the most time, and which products are most frequently viewed or purchased. By using this information, we can:

- **Improve Website Layout:** Optimize the structure, design, and flow of our website to make it more intuitive and user-friendly.
- **Enhance Product Offerings:** Understand what types of products attract the most attention and make data-driven decisions about inventory, product development, and marketing strategies.
- **Refine Content and Messaging:** Use insights from user behavior to tailor the content on our site, ensuring it's relevant and engaging.

11.2 Performance Optimization

Analytics data is crucial for improving the speed, functionality, and overall performance of GET SKY BUY's website and services. We collect and analyze data related to:

- **Page Load Times:** Monitoring how quickly our web pages load for users allows us to optimize the website's performance and reduce load times.
- **Error Monitoring:** By tracking system errors or issues that users encounter, we can identify technical problems that need fixing and ensure smoother site functionality.
- **Device and Browser Performance:** We gather information on which devices, browsers, or operating systems users are using, helping us optimize GET SKY BUY's compatibility across a range of platforms.

11.3 Customer Insights and Segmentation

To serve our customers better, we use analytics data to gain deeper insights into user demographics, behaviors, and preferences. This helps us create detailed customer profiles and target specific segments more effectively:

- **Demographic Analysis:** We analyze information such as age, gender, location, and purchasing habits to tailor our marketing campaigns and product offerings to different customer groups.
- **Behavioral Segmentation:** By categorizing users based on their actions, such as browsing history, purchase behavior, and interaction with specific product categories, we can create more personalized marketing strategies and improve the relevance of the content we deliver.

11.4 Marketing and Campaign Effectiveness

Analytics also allows us to evaluate the performance of our marketing efforts. This includes:

- **Campaign Performance Tracking:** We analyze how well our marketing campaigns perform, including email campaigns, social media ads, Google Ads, and more. Metrics such as click-through rates (CTR), conversion rates, and return on investment (ROI) help us understand what works best and where we can improve.
- **A/B Testing:** We conduct A/B tests on various marketing elements, such as email subject lines, product descriptions, or ad creatives, to determine which versions generate the best results and engagement.
- **Customer Engagement:** By tracking how users engage with our marketing materials, we can measure customer interest and refine our strategies to better meet their needs and preferences.

11.5 Research and Development

We leverage analytics to conduct market research and inform our product and service development:

- **Product Demand Insights:** By analyzing user activity and trends, we can identify popular products, seasonal demands, and potential areas for growth. This helps guide future product releases and improvements.
- **Customer Feedback:** We use data collected through surveys, reviews, and user interactions to assess customer satisfaction and gather insights on potential improvements to our products or services.
- **Industry Trends:** By examining broader market data and trends, we can stay informed about changes in consumer preferences, industry shifts, and emerging technologies, allowing us to adapt our offerings accordingly.

11.6 Enhancing User Experience and Personalization

Through continuous research and analysis of user data, we can refine our approach to personalization, delivering a more tailored experience for our customers. This includes:

- **Personalized Product Recommendations:** We analyze your browsing and purchase history to recommend products that match your preferences, creating a more engaging shopping experience.
- **Customized Content:** By analyzing the type of content you engage with (e.g., product reviews, blog posts, etc.), we can deliver relevant information that aligns with your interests and shopping habits.
- **Dynamic Pricing and Offers:** Data analysis helps us determine the best pricing strategies and offer personalized discounts or promotions based on your purchase history and interactions with the site.

11.7 Statistical Research and Reporting

We use aggregated and anonymized data for statistical analysis and reporting purposes. This research allows us to:

- **Monitor Business Performance:** Track overall sales, user activity, and revenue growth to assess the effectiveness of our business strategies.
- **Industry Benchmarks:** Compare our performance with industry standards and competitors to ensure that we are meeting or exceeding expectations.
- **Public Reports:** In some cases, we may release statistical data in the form of reports or whitepapers to share insights with the public, without revealing any personally identifiable information.

11.8 Security and Fraud Detection

Analytics data also plays a crucial role in protecting GET SKY BUY and its users from fraudulent activities:

- **Identifying Unusual Patterns:** By analyzing purchasing patterns, login attempts, and other transactional behaviors, we can detect anomalies that may indicate fraudulent or unauthorized activity.
- **Improving Fraud Prevention Systems:** Continuous research into security threats and fraud prevention allows us to strengthen our systems and ensure that users' personal and financial data is protected.

11.9 Tools and Third-Party Services

To facilitate the analytics and research processes, GET SKY BUY uses a variety of third-party tools and services, such as:

- **Google Analytics:** A tool for tracking website traffic, user behavior, and other engagement metrics.
- **A/B Testing Platforms:** Tools used to perform split tests on different versions of our site or marketing materials to determine which ones are most effective.
- **Advertising Networks:** Platforms that help us analyze the effectiveness of our ads and serve targeted campaigns based on aggregated user data.

These third-party services may also collect non-personal data, which is used in accordance with their own privacy policies. We ensure that these third parties are compliant with data protection regulations to protect your privacy.

Your Control Over Analytics Data

While the analytics data we collect helps improve your experience on GET SKY BUY, you have control over certain aspects of this data collection:

- **Cookie Preferences:** You can manage and control cookies through your browser settings. By disabling certain cookies, you can limit data collection for analytics and personalized marketing.

- **Opting Out of Analytics:** Some analytics services offer opt-out mechanisms, allowing you to prevent them from collecting data about your activities.

Please note that disabling certain types of data collection may affect the overall performance and functionality of GET SKY BUY's services.

12. When We Share Information

At GET SKY BUY, we understand the importance of protecting your personal information. We are committed to maintaining your privacy and sharing your information only when it is necessary for our business operations, legal obligations, or to improve the services we offer. In some cases, we may share your data with third parties, but we do so in a responsible manner, ensuring that all third-party entities we work with are compliant with applicable privacy laws.

We want to be transparent with you about the circumstances under which your information may be shared, the purposes for such sharing, and the safeguards we take to protect your personal data.

12.1 Third-Party Service Providers

To operate effectively and offer a seamless experience, GET SKY BUY works with various third-party service providers. These are external companies or individuals who perform services for us, such as payment processing, order fulfillment, marketing, data hosting, and customer support. When sharing your data with these third-party providers, we ensure that your personal information is treated with the same level of confidentiality and care as it would be within our organization.

Categories of Third-Party Service Providers

- **Payment Processors:** We may share your payment details with trusted third-party payment processors, such as payment gateways, credit card processors, or banks, to facilitate your transactions and ensure the security of your financial data.
- **Shipping and Fulfillment Services:** We collaborate with logistics and courier companies to ensure the timely delivery of your orders. In this case, we provide them with your shipping address and contact details to ensure a smooth delivery process.
- **Customer Support Providers:** To enhance our customer service, we may share your contact information with third-party customer support platforms to assist you with inquiries, complaints, or issues regarding your orders or services.
- **Marketing and Advertising Partners:** To improve our marketing campaigns, we may share anonymized or aggregated data with advertising platforms such as Google, Facebook, and other third-party agencies that assist in targeting and displaying relevant ads based on your interests and behavior.

- **Web Hosting and Data Storage Providers:** GET SKY BUY stores data with third-party cloud providers who offer secure hosting solutions. These providers help us store and manage your personal data safely and efficiently.
- **Analytics and Research Partners:** As part of our effort to improve the performance and user experience of our website, we collaborate with third-party analytics companies (like Google Analytics) who track usage data and provide insights into user behavior, trends, and website performance.

Data Protection and Contracts with Service Providers We require that all third-party service providers with whom we share your personal information comply with data protection laws and take appropriate measures to protect your data. We enter into formal agreements with these providers, ensuring they can only use your data for the specific purposes outlined in our privacy policy. These agreements also require third parties to safeguard your personal information and ensure that it is not used for any unauthorized purposes.

Sharing of Anonymized or Aggregated Data In some cases, we may share anonymized or aggregated data with our third-party partners for business or analytical purposes. This means that the data shared cannot be used to identify you individually. This may include data regarding website traffic, purchasing trends, and other non-personally identifiable information.

12.2 Sharing for Legal Compliance

There are certain circumstances where we may be required to share your personal information in order to comply with legal obligations, protect our legal rights, or respond to legal requests. This sharing ensures that we are in compliance with applicable laws, regulations, and legal processes.

Situations Where Legal Sharing May Occur

- **Compliance with Laws and Regulations:** We may be required to disclose your personal data to comply with laws and regulations governing e-commerce, data protection, or other applicable legal frameworks. This may include sharing your information with regulatory authorities, tax authorities, or other governmental bodies as required by law.
- **Court Orders and Legal Proceedings:** If we are served with a subpoena, court order, or other legal request, we may be compelled to disclose your personal information to comply with legal obligations. This could include sharing information as part of a legal investigation, lawsuit, or dispute resolution.
- **Preventing Fraud or Illegal Activities:** We may share your data if we believe it is necessary to prevent fraud, identity theft, or any form of illegal activity. This includes cases where we detect suspicious transactions or activities that could jeopardize the security of our platform, our users, or our business.
- **Protection of Our Rights:** If necessary, we may share your personal information to protect our own rights, property, and interests. This includes defending ourselves against

legal claims, protecting our intellectual property, and ensuring the safety of our services and users.

- **Emergency Situations:** In rare and specific circumstances, we may be required to disclose your personal data to protect the safety or security of individuals or to prevent harm in situations where there is an imminent threat to health or safety.

Safeguards for Legal Disclosures When sharing your personal information for legal compliance, we make every effort to minimize the scope of the data shared to only what is necessary to comply with the request. We will also take steps to ensure that the third parties receiving your data handle it with care and only use it for the intended purposes. In certain cases, we may seek legal advice to ensure that any disclosure of your information is lawful and necessary.

12.3 Sharing for Business Transfers (e.g., Mergers or Acquisitions)

As GET SKY BUY continues to grow and evolve, we may enter into business transactions, such as mergers, acquisitions, or asset sales. In these situations, your personal data may be transferred as part of the transaction. This sharing ensures that the new entity can continue to provide services to you, maintain your account, and process your orders.

Types of Business Transfers

- **Mergers and Acquisitions:** If GET SKY BUY is involved in a merger with or acquisition by another company, your personal information may be transferred to the acquiring company. The acquiring company will then assume responsibility for handling your data in accordance with applicable privacy laws.
- **Sale of Assets:** In the event that GET SKY BUY sells or transfers assets, such as our customer database, your personal information may be included in the transferred assets. The new owner will have access to your information in order to continue providing services and managing your account.

Notification of Business Transfers In the event of a merger, acquisition, or sale of assets involving your personal data, we will provide you with notice via email or through a prominent notice on our website. You will also be informed of any changes to the Privacy Policy or the way your personal data is processed.

Data Protection During Business Transfers We take the protection of your personal information seriously during any business transfer. Any third parties receiving your data as part of a business transfer will be required to uphold the same level of data protection and privacy standards as GET SKY BUY. If necessary, we will update our privacy practices to reflect any changes that occur as a result of the transfer.

12.4 Data Shared in Public Forums or Testimonials

GET SKY BUY may provide opportunities for users to interact with each other, share feedback, or post reviews and testimonials on our platform. While these interactions can enhance the user

experience, it is important to understand that any personal data you share in these public spaces can be viewed, accessed, and used by others.

Public Forums and Social Media

- **Product Reviews and Ratings:** You may choose to submit a review or rating for a product or service that you have purchased from GET SKY BUY. Any information you provide in these reviews, such as your name, rating, or feedback, will be publicly visible to other users.
- **Testimonials and Success Stories:** We may feature testimonials or success stories from customers who have shared their experiences with our products or services. These testimonials may include your name, photo, and details about your experience.
- **Public Social Media Posts:** If you choose to share your experience with GET SKY BUY on social media platforms such as Facebook, Instagram, or Twitter, your posts, comments, and any other personal data included in your social media interactions may be publicly visible.

Control Over Publicly Shared Data We encourage you to exercise caution when sharing personal information in public forums or through social media. Before posting a review, testimonial, or comment, you should ensure that you are comfortable with the information being publicly accessible. You can choose to remain anonymous or use a pseudonym if you do not wish to share personally identifiable information in these spaces.

How We Use Public Data The information shared in public forums or testimonials is used to build community engagement, inform potential customers, and improve our products and services. We may highlight positive reviews or testimonials on our website or in marketing materials, with your consent or without specific personally identifiable details.

Protection of Your Privacy While we take steps to safeguard the privacy of our users, GET SKY BUY cannot control how your personal information may be used by others once it is publicly shared. If you no longer wish to have your testimonial or review featured, you can contact us at any time, and we will promptly remove or update the content.

13. Third-Party Service Providers

GET SKY BUY works with several third-party service providers to offer seamless payment processing, order fulfillment, and delivery services. We ensure that these providers meet the required data protection standards and are compliant with privacy regulations. Below are the third-party service providers we work with to enhance your shopping experience:

13.1 Payment Processing (Razorpay and WhatsApp Payments)

We use third-party payment processors like Razorpay and WhatsApp Payments to securely handle your transactions. By choosing these payment options, you agree to share your personal payment details with them in order to complete your purchase.

- **Razorpay:** Razorpay is a reliable payment gateway that allows you to pay through various methods, such as credit/debit cards, UPI, net banking, wallets, and more. When you choose Razorpay as your payment method, we share the necessary transaction data (e.g., payment details, shipping address, and contact information) for processing payments.
 - **Data Shared with Razorpay:** When you make a payment, we may share your name, shipping address, and payment details (such as credit card number, expiration date, CVV) with Razorpay. This data is encrypted and securely transmitted to facilitate the payment process.
 - **Security Measures:** Razorpay follows the Payment Card Industry Data Security Standards (PCI DSS) to ensure that all payment data is handled securely. They do not store full card details and use tokenization and encryption to protect your financial information during the payment process.
- **WhatsApp Payments:** We also accept payments through WhatsApp, offering a personal and easy payment experience. By using WhatsApp Payments, you may need to share your contact details and payment information, such as your phone number and payment method, to complete the transaction.
 - **Data Shared with WhatsApp Payments:** The data shared with WhatsApp Payments includes your name, payment method, and transaction details. WhatsApp is committed to safeguarding your data by adhering to industry-standard security protocols.
 - **Privacy:** WhatsApp does not store your payment information, and the details you share are securely processed using end-to-end encryption.

13.2 Shipping and Delivery (India Post, Delhivery, Shiprocket)

Once your order is placed, GET SKY BUY works with trusted third-party logistics and courier services to fulfill and deliver your orders. We may use India Post, Delhivery, Shiprocket, or any other service provider we partner with, depending on the shipping method selected.

- **India Post:** As one of the oldest and most reliable postal services in India, India Post handles both standard and express deliveries for GET SKY BUY. When you choose India Post for shipping, we share your name, shipping address, contact details, and the order contents to ensure successful delivery.
 - **Data Shared with India Post:** Your personal details such as name, shipping address, and contact information (email and/or phone number) are shared with India Post to facilitate delivery. India Post may also share updates with you regarding your shipment's status.
 - **Security:** India Post maintains strict privacy protocols to protect the personal data shared with them during the delivery process.
- **Delhivery:** Delhivery is a leading logistics provider known for its fast and efficient delivery network across India. If you opt for Delhivery as your shipping provider, we share relevant details to ensure that your product is delivered to you promptly.
 - **Data Shared with Delhivery:** We share necessary details such as your name, delivery address, contact number, and order information with Delhivery. Delhivery

uses this data to track and manage the delivery process, ensuring timely and accurate delivery.

- **Privacy and Security:** Delhivery complies with privacy regulations and employs strong security measures to protect your personal data during the delivery process.
- **Shiprocket:** Shiprocket is another third-party service that provides multi-channel delivery solutions, aggregating various courier partners to offer competitive shipping rates and faster delivery times. We may use Shiprocket as an intermediary for certain deliveries.
 - **Data Shared with Shiprocket:** We provide Shiprocket with your name, address, contact details, and order information to manage the shipment. Shiprocket collaborates with various courier partners (like BlueDart, XpressBees, etc.) to fulfill your order, which may involve sharing your details with these partners.
 - **Data Protection:** Shiprocket follows stringent data protection policies, ensuring your information is handled securely by their team and courier partners.

13.3 Why We Share Your Information with Third-Party Providers

We share your personal information with these third-party service providers for specific purposes related to providing and improving our services. These include:

- **Payment Processing:** To securely process your transactions and ensure that payments are completed successfully.
- **Order Fulfillment:** To ensure that your orders are accurately and efficiently processed and delivered to you.
- **Customer Support:** To provide assistance with any issues you may have with your orders, payments, or deliveries.
- **Logistics and Tracking:** To provide real-time tracking of your deliveries, ensuring that you receive timely updates about the status of your shipment.

13.4 Safeguards and Data Protection

We take the privacy and security of your data seriously. We require that all third-party service providers we work with implement robust security measures to protect your personal information. These providers must adhere to the privacy policies and applicable data protection laws to ensure that your information is secure and used only for the purposes for which it was shared.

- **Data Security Practices:** All payment processors and delivery service providers are required to use encryption and other security technologies to protect your information from unauthorized access.
- **Confidentiality Agreements:** We ensure that all third-party service providers sign confidentiality agreements that prevent them from using your data for unauthorized purposes.

- **Minimal Data Sharing:** We only share the minimum amount of personal data necessary to fulfill the purpose of the service being provided. This means that your personal information is not shared more widely than required.

13.5 Your Control Over Your Information

You have the right to manage the information you share with us and third-party service providers. If at any point you feel uncomfortable with how your data is being shared or processed, you can take the following actions:

- **Payment Information:** You can choose to cancel or modify your payment method via the payment platform (Razorpay or WhatsApp).
- **Delivery Preferences:** You can contact us to change your delivery address or request a different shipping provider if needed.
- **Data Deletion:** If you no longer wish to use our services, you may request to delete your personal data by contacting us. We will ensure that all data shared with third-party providers is removed or anonymized, as per the relevant laws.

13.6 Changes in Third-Party Providers

From time to time, GET SKY BUY may change or update the third-party service providers we work with. When this happens, we will update our Privacy Policy to reflect these changes, ensuring that you are always informed about who is processing your data and for what purposes.

14. Sharing for Legal Compliance

At GET SKY BUY, we prioritize the privacy of your personal information. However, there are specific instances in which we may be required by law to disclose your personal information to comply with legal obligations or for other important legal reasons. These instances include but are not limited to:

14.1 Compliance with Legal and Regulatory Requirements

We may disclose your personal information to government authorities or regulatory bodies if required by law or to fulfill legal obligations. These disclosures may occur in the following situations:

- **Subpoenas and Court Orders:** If we are served with a subpoena, court order, or any other legal process, we may be required to disclose your personal information. This includes providing information as part of an investigation for potential fraud, intellectual property infringements, or any other criminal activities.
- **Tax and Financial Obligations:** To comply with tax laws and financial reporting requirements, we may need to disclose your payment or transaction details to tax authorities or financial auditors. This may include sharing information such as your order history, payment details, and shipping address.

- **Enforcement of Legal Rights:** If a legal dispute arises, GET SKY BUY may disclose your personal information to defend itself against legal claims or to enforce its rights under its terms and conditions.

14.2 Protection of Rights, Property, and Safety

We may share your personal information if we believe it is necessary to protect our rights, the rights of our users, or the safety of others. This may include:

- **Preventing Fraud and Illegal Activities:** If we detect fraudulent activities, potential risks, or violations of our terms of service, we may share your data with law enforcement agencies to investigate and prevent fraud or other illegal activities.
- **Protection Against Harm:** If we suspect imminent harm, such as violence or harassment, we may share your data with authorities to prevent such harm and protect individuals' safety.
- **Defending Legal Claims:** If GET SKY BUY becomes involved in a legal dispute, we may share personal information with attorneys, investigators, or courts to assert or defend legal claims.

14.3 Corporate Transactions (Mergers, Acquisitions, or Bankruptcy)

In the event of a corporate transaction, such as a merger, acquisition, or bankruptcy, your personal data may be transferred as part of the transaction. The data may be disclosed to third parties in these scenarios:

- **Mergers and Acquisitions:** If GET SKY BUY is involved in a merger, acquisition, or sale of assets, personal information may be transferred to the new entity. The new entity will be required to adhere to the same privacy policies and regulations as GET SKY BUY.
- **Bankruptcy or Liquidation:** In the event of bankruptcy or liquidation, personal data may be shared as part of the asset sale or settlement process. We will ensure that your data is handled in compliance with privacy laws throughout the process.

14.4 Law Enforcement Requests

We may share personal information with law enforcement agencies when required to do so. We will disclose your information to law enforcement authorities if we are legally obligated to do so or if we believe it is necessary to:

- **Comply with Legal Obligations:** We will disclose information in response to a legal request or court order if required by law.
- **Prevent Criminal Activity:** If we believe that disclosure of your personal data is necessary to protect our platform from criminal activity (e.g., identity theft, fraud, or misuse), we may share your data with the relevant authorities.

14.5 Child Protection

If we are made aware that we have inadvertently collected personal data from a minor without proper consent, we will take immediate steps to delete such data. Additionally, if required by law, we may disclose information regarding a minor's data to authorities to comply with child protection laws.

14.6 International Data Transfers for Legal Compliance

In some cases, your personal information may be transferred to other jurisdictions for legal reasons. For instance, if we are required to comply with laws outside your country, your data may be shared with legal authorities or business partners based in other countries. We will ensure that such transfers are done in accordance with the relevant legal and privacy standards, including:

- **Standard Contractual Clauses:** If data is transferred across borders, we will use legally accepted frameworks such as Standard Contractual Clauses or Binding Corporate Rules to ensure that the data is protected during the transfer.

14.7 Data Retention for Legal Compliance

There may be times when we need to retain your personal information longer than usual for legal compliance. For example, if we are required to store transaction data for tax reporting, auditing, or financial purposes, we will retain such information in compliance with applicable laws. In such cases, we ensure that your personal data is securely stored and used only for as long as necessary to meet legal obligations.

14.8 Data Sharing in Connection with Legal Proceedings

In rare cases, your personal information may need to be disclosed as part of a legal proceeding, including:

- **Court Proceedings:** If we are required to share your personal information during a court proceeding, litigation, or trial, we will comply with the applicable legal requirements.
- **Legal Discovery:** If GET SKY BUY is involved in a legal dispute or investigation, we may disclose personal information during the discovery process to comply with court orders or legal requests.

15. Sharing for Business Transfers (e.g., mergers or acquisitions)

As part of our business operations, GET SKY BUY may be involved in significant corporate transactions such as mergers, acquisitions, consolidations, asset sales, or bankruptcy proceedings. In the event of such a transaction, your personal information may be transferred or disclosed as part of the business assets involved in the transaction. This transfer could involve a change in the ownership of the company or its assets, including customer databases, intellectual property, and other critical business functions.

15.1 Mergers and Acquisitions

If GET SKY BUY is involved in a merger, acquisition, or other business reorganization, your personal data may be transferred to the new parent company or the acquiring company. The new entity will inherit the rights and obligations concerning your personal data and will be subject to the same data protection standards or those consistent with this Privacy Policy, unless otherwise communicated to you.

- **Due Diligence:** During the due diligence phase of a merger or acquisition, personal information may be reviewed and analyzed as part of the overall evaluation of GET SKY BUY's business. However, such information will remain subject to the privacy and confidentiality terms outlined in this policy.
- **Notification of Changes:** If there is a change in the ownership or control of your personal information, GET SKY BUY will notify you through the methods mentioned in the "Notification of Changes" section, and we will provide an updated Privacy Policy if the new entity adopts different practices regarding the handling of your data.

15.2 Asset Sales

In the event of an asset sale, where GET SKY BUY sells a portion or all of its assets, personal data may be transferred to the buyer as part of the transaction. This transfer may include, but is not limited to, customer information, order history, and other business-related data necessary for the continuation of business operations.

- **Continuity of Services:** In such transactions, personal information will be transferred to ensure that the services provided to you are maintained, and you can continue to access your account, make purchases, and interact with the business as usual.
- **Privacy Protections:** The new owner or entity will be bound by the same privacy protections or will provide adequate protection for your personal information consistent with the terms of this Privacy Policy. However, should the privacy policy be amended due to the transaction, you will be informed.

15.3 Bankruptcy or Insolvency

In the unlikely event that GET SKY BUY goes through bankruptcy, insolvency, or similar proceedings, your personal data may be sold or transferred to a third party as part of the liquidation or restructuring process.

- **Sale of Data:** If personal data is transferred as part of bankruptcy proceedings, we will take reasonable steps to notify you and ensure that your data is handled according to applicable data protection laws.
- **Continued Protection:** Even if GET SKY BUY is acquired or its assets are sold due to financial distress, the company will remain committed to protecting your privacy and complying with all data protection regulations throughout the process.

15.4 Impact on Personal Data Handling

If GET SKY BUY undergoes a merger, acquisition, or asset sale, your personal data will continue to be subject to this Privacy Policy unless we notify you otherwise. The acquiring entity may adopt its own privacy policy or may operate under GET SKY BUY's existing privacy framework.

We understand the importance of your privacy and will ensure that any transfer of data during a business transition is handled securely and in compliance with applicable privacy laws. If you have concerns about how your personal data will be handled during such a transfer, we encourage you to contact us or review the updated privacy policy post-transaction.

16. Data Shared in Public Forums or Testimonials

At GET SKY BUY, we believe in transparency and fostering a strong community by encouraging customers to share their experiences, reviews, and feedback. However, it is important to note that certain information shared in public forums or as part of testimonials may be accessible to other users or the general public. Below, we explain how and why your data might be shared in such contexts, and what precautions we take to protect your privacy.

16.1 Public Forums and Social Media

We may provide users with the ability to interact with each other through various public forums, discussion boards, reviews, or social media channels. These may include sections on our website, as well as third-party platforms like Facebook, Instagram, WhatsApp, or other social media. When you participate in these public spaces, any personal information you provide may be seen by other users.

- **Visibility of Shared Content:** Content shared on public forums or social media is typically accessible to everyone who visits those forums or pages. This means that once you share a review, comment, post, or testimonial, it can be viewed by other users and potentially indexed by search engines.
- **Posting Reviews and Feedback:** If you choose to post feedback or reviews on our website or third-party platforms, any personal information (such as your name, contact details, or other identifiable information) included in those posts may be accessible to a wide audience. This includes comments on social media posts or reviews posted on our website or on a partner website.

16.2 Public Testimonials

We may collect testimonials from satisfied customers to showcase their experiences with our products and services. Testimonials may include personal information such as names, photographs, company names, and details about their experiences with GET SKY BUY. These testimonials may be used for marketing purposes, including being featured on our website, in promotional materials, or on our social media platforms.

- **Consent for Use:** Before publishing your testimonial, we will ask for your explicit consent. We will seek permission to use your name, image, and any specific comments or feedback you provided. You may also be asked whether you would like to remain anonymous, or whether you wish to be identified in any manner in the testimonial.
- **Marketing and Promotion:** Testimonials may be used in advertising campaigns or online promotions, including email newsletters, social media, or digital ads. By sharing a testimonial, you agree to allow GET SKY BUY to use your submission for these purposes. If you no longer wish for your testimonial to be used, you can contact us, and we will remove it from future marketing materials.

16.3 Risks of Sharing Data Publicly

When you share personal information in public forums or through testimonials, please be aware that such data can be seen, collected, and used by other individuals. Although we take steps to limit the visibility of certain types of personal information, such as allowing you to decide whether to include personal contact details or identifying information, once the data is publicly shared, we do not have control over its use.

- **Caution with Sensitive Information:** We strongly advise against posting sensitive personal data (e.g., Social Security numbers, credit card information, or other confidential details) in public forums, reviews, or testimonials. While GET SKY BUY will take precautions to protect your data, we cannot guarantee the security of information that is shared publicly.
- **Deleting or Modifying Posts:** If you wish to remove a review, comment, or testimonial, please contact GET SKY BUY directly. We will make reasonable efforts to delete or modify your information as requested, but please note that some content may remain in backup or archived data or on third-party platforms beyond our control.

16.4 Protecting Your Privacy

While GET SKY BUY provides these opportunities for customer engagement and feedback, we are also committed to safeguarding your privacy. We take appropriate steps to ensure that your personal data shared in public spaces is handled in accordance with our Privacy Policy.

- **Minimizing Sensitive Data:** We limit the amount of sensitive information that is shared in public forums or testimonials, and you have the ability to choose what details are included in your posts. If you wish to share a testimonial or feedback without revealing certain personal information, we can work with you to ensure that your privacy is maintained.
- **Policy Enforcement:** If any posts or testimonials are found to be violating the privacy expectations outlined in this policy or are deemed harmful or inappropriate, GET SKY BUY reserves the right to remove or edit such content at its discretion.

17. How We Store Your Information

GET SKY BUY is committed to ensuring that your personal information is securely stored and handled in compliance with relevant privacy laws. The methods of storing your data are designed to prevent unauthorized access, alteration, and destruction. We implement security measures to ensure that all stored information is protected against risks such as data breaches, theft, and loss.

17.1 Data Storage Systems

We store personal information in secure databases hosted in physical or cloud storage environments, which are protected by industry-standard encryption protocols. These databases are controlled by authorized personnel, and access is granted only to those who require it for legitimate business purposes.

- **Data Encryption:** We use state-of-the-art encryption methods to protect data in transit and at rest. This ensures that any sensitive data, including financial information or personally identifiable details, is unreadable by unauthorized parties.
- **Cloud and On-Premise Storage:** Depending on the nature of the data and operational requirements, we may use cloud storage providers or on-premise servers. We ensure that all vendors and service providers comply with privacy and security regulations.

17.2 Internal Access Control

We limit access to personal data within our organization to those employees who need to process or manage that data as part of their job responsibilities. We enforce strict access controls to ensure that unauthorized personnel cannot view or manipulate your personal information.

18. Security Measures Implemented

GET SKY BUY employs a variety of security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. These measures include physical, administrative, and technical safeguards.

18.1 Technical Security Measures

- **Encryption:** We use advanced encryption technologies (such as SSL/TLS encryption) to protect sensitive data during transmission, and data is stored in encrypted form whenever possible.
- **Firewalls and Anti-Malware Software:** We employ firewalls, anti-malware tools, and intrusion detection systems to prevent unauthorized access to our systems and protect against malicious attacks.
- **Secure Authentication:** Access to personal data is protected by secure user authentication methods, such as multi-factor authentication (MFA), to ensure that only authorized users can access sensitive data.

18.2 Physical Security

- **Restricted Access:** Our data storage facilities are protected by physical security measures, including surveillance cameras, restricted access areas, and security personnel, to prevent unauthorized physical access to personal data.

18.3 Regular Audits and Monitoring

We regularly perform security audits, vulnerability assessments, and penetration testing to identify and mitigate potential security risks. Our monitoring systems continuously check for suspicious activity to quickly detect and respond to any unauthorized access attempts.

19. Retention of Personal Data

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by applicable law. The retention period will depend on the nature of the data, the purpose for which it was collected, and our legal obligations.

19.1 Factors Influencing Retention

- **Legal Obligations:** We retain certain types of information to comply with legal obligations, such as tax and accounting regulations, or to comply with regulatory requirements.
- **Business Purposes:** Personal information may be retained for legitimate business purposes, such as customer support, fraud prevention, and transaction records.

19.2 Data Minimization

We aim to minimize the retention of personal data, keeping only the information necessary to fulfill our business and legal obligations. After the relevant retention period, data is securely disposed of or anonymized.

20. Disposal of Data After Retention Period

Once the retention period for personal data has expired, we take appropriate steps to securely dispose of or anonymize your data to prevent unauthorized access or use.

20.1 Secure Disposal

Personal data that is no longer needed will be destroyed using industry-standard methods, such as:

- **Physical Destruction:** Shredding paper documents and securely disposing of physical storage devices (e.g., hard drives, tapes).
 - **Digital Deletion:** Secure deletion of electronic records through methods that make data unrecoverable.
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Cookies and Tracking Technologies

Our website uses cookies and other tracking technologies to improve your user experience, analyze website traffic, and personalize content. Below is an explanation of the types of cookies we use, how you can manage them, and how we use other tracking technologies.

21. Types of Cookies We Use

We use several types of cookies to collect information on how users interact with our website:

1. **Essential Cookies:** These cookies are necessary for the website to function properly. They enable basic functionalities such as page navigation and access to secure areas of the site. Without these cookies, the website cannot function properly. These cookies do not store any personally identifiable information and are usually set only in response to actions made by you, such as logging in or filling out forms.
 - Example: Session cookies, authentication cookies.
2. **Performance Cookies:** These cookies help us understand how visitors interact with our website, including the pages they visit, the time spent on those pages, and any error messages that may appear. This helps us optimize the website performance and provide a better user experience.
 - Example: Google Analytics cookies, which collect data on website traffic and user behavior.
3. **Functional Cookies:** These cookies allow us to remember your preferences and choices, such as language settings, region selection, and other customization options. These cookies are used to enhance the user experience by providing a more personalized and efficient browsing session.
 - Example: Language preference cookies, user settings cookies.
4. **Advertising Cookies:** These cookies are used to deliver personalized advertisements to you based on your interests and browsing behavior. They may also limit the number of times you see an advertisement and help measure the effectiveness of advertising campaigns.
 - Example: Cookies from advertising networks like Google AdSense or Facebook Pixel.
5. **Targeting Cookies:** These cookies track your browsing behavior across websites and build a profile of your interests. This profile is used to serve you more relevant content or advertisements on third-party websites or platforms.
 - Example: DoubleClick cookies for ad targeting and retargeting.

22. How to Manage Cookies

You have the right to control and manage the cookies we place on your device. Here are the different ways you can manage cookies:

1. **Browser Settings:** Most web browsers allow you to control cookie settings through their preferences. You can choose to block or delete cookies from your browser settings, or even set up your browser to notify you when a cookie is being placed.
 - For Chrome: Go to Settings > Privacy and Security > Cookies and other site data.
 - For Firefox: Go to Options > Privacy & Security > Cookies and Site Data.
 - For Safari: Go to Preferences > Privacy > Cookies and Website Data.
2. **Cookie Consent Management:** On our website, you may be presented with a cookie consent banner when you first visit. You can accept or reject non-essential cookies via this banner. This allows you to manage which types of cookies are placed on your device.
3. **Opt-Out Tools:** Some advertising networks allow you to opt-out of personalized advertising. For example, you can visit the Digital Advertising Alliance's website (www.aboutads.info) to opt-out of receiving targeted ads from participating companies.
4. **Disabling Specific Cookies:** In addition to managing cookies via browser settings, you can use third-party tools or browser extensions (like Ghostery, Adblock Plus) to block or manage specific tracking technologies and cookies from different sources.

Please note that disabling cookies may affect the functionality and user experience of the website, and certain features might not work as intended.

23. Use of Tracking Technologies (e.g., Pixels, Beacons)

In addition to cookies, we use other tracking technologies to collect and analyze data on how users interact with our website and services. These technologies help us understand user behavior, improve user experience, and personalize content or advertisements. Below are some of the tracking technologies we use:

1. Tracking Pixels

A tracking pixel, also known as a **web beacon** or **clear GIF**, is a small, transparent image (often 1x1 pixel) embedded on a webpage, in an email, or in an online advertisement. When you visit a page containing this pixel, the pixel sends a request to the server, which allows us to collect certain data.

What data is collected by pixels?

- **IP address:** Identifies your device on the internet.
- **Browser type and version:** Helps us understand the browser you are using to improve compatibility.
- **Time and date of visit:** Records when you access the page containing the pixel.

- **Pages visited:** Tracks which pages you visit and how long you stay on them.
- **Referring website:** Collects data on how you arrived at our site (e.g., from a search engine or direct URL).

How we use tracking pixels:

- **Marketing and Retargeting:** Pixels allow us to serve targeted advertisements to you on third-party websites (e.g., Facebook, Google Ads) based on your previous interactions with our site.
- **Analytics:** They provide us with detailed data on user activity, helping us optimize content and improve the website.
- **Campaign Performance:** We use pixels to track the effectiveness of marketing campaigns by monitoring click-through rates and conversion rates.

2. Web Beacons

Web beacons are similar to pixels but are often used in combination with cookies to gather more granular details about user behavior on our website. These are typically small, invisible images or snippets of code embedded within web pages, emails, or advertisements.

What data is collected by web beacons?

- **User behavior:** Web beacons track how you interact with specific parts of a website (e.g., clicks, page views, scrolling).
- **Device information:** Data related to your device type, operating system, and browser.
- **Email interaction:** In email campaigns, web beacons track when and whether an email was opened, and whether any links were clicked.

How we use web beacons:

- **Behavioral Analysis:** We use web beacons to understand how users interact with our content, which helps us improve navigation and layout.
- **Email Marketing:** Web beacons help us evaluate the effectiveness of email marketing campaigns by monitoring open rates and link engagement.
- **Conversion Tracking:** Web beacons track whether users who were targeted with specific ads go on to make a purchase or complete a desired action on our site.

3. Other Tracking Technologies

Along with pixels and web beacons, we may also use other tracking technologies such as **JavaScript tags**, **local storage**, or **device fingerprinting** to gather user data. These technologies work in tandem with cookies and pixels to provide more accurate insights into user activity.

How we use other tracking technologies:

- **Enhanced Analytics:** Technologies like JavaScript tags and device fingerprinting allow us to gather detailed information about how users interact with our website, including mouse movements, scroll activity, and form submissions.
- **Personalized Content:** These tools help us deliver content tailored to your preferences based on your past interactions with our site.
- **Ad Targeting and Retargeting:** By analyzing your behavior, we can serve you more relevant ads and retarget users who visit our site but do not complete a desired action (e.g., make a purchase).

How We Protect Your Data

While tracking technologies help us improve the user experience, we take privacy seriously and ensure that the data we collect is protected. The information we gather through tracking technologies is anonymized or pseudonymized when possible, and we comply with relevant data protection laws (e.g., GDPR, CCPA). You can always manage your preferences regarding tracking technologies by adjusting your cookie settings or using opt-out tools.

Opting Out of Tracking Technologies

If you wish to opt out of tracking technologies like pixels and web beacons, you can disable cookies through your browser settings, or use third-party opt-out tools provided by advertising networks (e.g., the Digital Advertising Alliance or Network Advertising Initiative).

Please note that disabling certain tracking technologies may affect your user experience on our website, as some features may no longer function properly without these technologies.

24. Use of Tracking Technologies (e.g., pixels, beacons)

In addition to cookies, we may use other tracking technologies like pixels and web beacons to collect information about how you interact with our website, emails, and ads.

- **Pixels and Beacons:** These are small, transparent images embedded in emails or on web pages that help track user behavior. They provide insights into how users interact with emails or web pages, including whether an email was opened or a link was clicked.
 - **Purpose of Tracking:** These tracking technologies help us analyze site traffic, user behavior, and the effectiveness of marketing campaigns. We use this data to improve our website and tailor our advertising efforts.
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25. Analytics Tools (e.g., Google Analytics)

We use third-party analytics tools, such as Google Analytics, to track and analyze user behavior on our website. These tools collect information about your activity, including pages visited, time spent on the site, and actions taken.

- **Google Analytics:** Google Analytics uses cookies to track user interactions on our site and generates reports on how visitors engage with our content. This helps us understand user preferences and improve the user experience.
- **Opt-Out of Analytics:** If you wish to prevent Google Analytics from collecting your data, you can install the Google Analytics opt-out browser add-on.

Advertising and Marketing

26. Personalized Advertising

We may use your information to deliver personalized ads based on your interests and browsing behavior. This may include ads on our website or third-party platforms such as Google and Facebook. Personalized advertising helps us offer relevant products and services that align with your preferences.

27. Use of Third-Party Advertising Networks

GET SKY BUY works with third-party advertising networks to display ads across various websites. These networks use cookies and similar technologies to track your browsing behavior and serve personalized ads.

28. Opt-Out of Marketing Communications

You have the right to opt out of receiving marketing communications from GET SKY BUY. You can unsubscribe from our emails or modify your communication preferences in your account settings. Additionally, you can opt out of personalized ads through the Network Advertising Initiative (NAI) or Digital Advertising Alliance (DAA).

Your Rights Under Data Protection Laws

29. Accessing Your Information

You have the right to request access to your personal information held by GET SKY BUY. Upon request, we will provide a copy of your data and explain how it is being used.

30. Correcting or Updating Personal Data

If any of the personal information we hold about you is inaccurate or incomplete, you have the right to request corrections or updates to your data.

31. Deleting Your Data

You may request the deletion of your personal data at any time, subject to applicable legal and contractual obligations. We will take reasonable steps to delete or anonymize your data upon request.

32. Portability of Data

You have the right to request a copy of your personal data in a machine-readable format, allowing you to transfer it to another service provider.

33. Right to Restrict Processing

You can request that we restrict the processing of your personal data under certain conditions, such as when you contest the accuracy of the data or object to its use.

34. Right to Object to Processing

You have the right to object to the processing of your personal data based on legitimate interests or for direct marketing purposes.

35. Right to Object to Processing

Under various data protection laws, including the **General Data Protection Regulation (GDPR)**, you have the right to object to the processing of your personal data in certain situations. This means that you can request that we stop processing your personal data if you believe that our processing activities are not justified or are causing harm.

When You Can Object to Processing

You have the right to object to the processing of your personal data when:

- **Legitimate Interests:** We process your data based on our legitimate interests, and you believe that these interests do not outweigh your rights and freedoms. For example, if we are using your personal data for marketing purposes, and you object to this use, you have the right to opt-out.
- **Direct Marketing:** You can object to your personal data being processed for the purpose of direct marketing, including profiling, which is done for marketing purposes. Once you object to this, we will stop processing your data for such purposes.
- **Public Interest or Official Authority:** If we process your data for tasks carried out in the public interest or under official authority, and you believe that the processing is unnecessary or unjustified, you can object to it.

How to Exercise Your Right to Object

To exercise your right to object to processing, please contact us using the contact details provided in the Privacy Policy. Your objection will be reviewed, and we will determine whether our legitimate interests outweigh your right to object. If we are processing your personal data for direct marketing purposes, we will stop processing your data for this purpose immediately.

What Happens If You Object

- **For Direct Marketing:** If you object to direct marketing, we will cease processing your personal data for this purpose. This is a legal requirement and will not affect any other processing activities we may perform that are unrelated to marketing.
- **For Other Processing Activities:** If you object to other types of processing, we will assess the situation and respond accordingly. If we believe the processing is still justified or legally required, we will inform you of our position. However, if we can no longer justify processing your data, we will stop processing it.

What if We Cannot Honor Your Request?

If we determine that we have a legitimate reason to continue processing your personal data despite your objection, we will inform you of the reasons why we must continue processing. If you are unsatisfied with our response, you have the right to lodge a complaint with a relevant supervisory authority, such as the data protection authority in your jurisdiction.

In conclusion, you have the right to object to the processing of your personal data, particularly if we are processing it based on our legitimate interests, for direct marketing purposes, or for public interest. You can exercise this right easily by contacting us, and we will make every effort to accommodate your request in line with applicable privacy laws.

36. Children's Privacy

GET SKY BUY is committed to protecting the privacy of children. Our services and website are not intended for children under the age of 13, and we do not knowingly collect personal data from children. If we become aware that we have inadvertently collected personal information from children under the age of 13, we will take immediate steps to delete such data and terminate any associated accounts.

If you are a parent or guardian and believe that we may have collected personal information from your child, please contact us at [Contact Email]. We will promptly remove the information and take appropriate measures to prevent further collection.

37. International Data Transfers

Personal data may be transferred, stored, and processed in countries outside of your country of residence. These countries may have different data protection laws than those in your

jurisdiction. By using our services, you consent to the transfer of your personal data to countries that may not offer the same level of protection as your local laws.

We ensure that such transfers comply with applicable data protection laws by implementing appropriate safeguards, such as Standard Contractual Clauses or relying on adequacy decisions by regulatory authorities. For users in the European Union (EU), these transfers are made in compliance with the General Data Protection Regulation (GDPR).

38. Data Protection for Users in Specific Regions (e.g., EU GDPR, California CCPA)

If you are a resident of a region with specific data protection laws, such as the European Union or California, you have additional rights and protections regarding your personal data.

- **EU GDPR:** If you are in the EU, your personal data is protected under the General Data Protection Regulation (GDPR). You have rights such as access to your data, the ability to request corrections or deletion, and the right to withdraw consent for processing.
- **California CCPA:** If you are a resident of California, the California Consumer Privacy Act (CCPA) provides rights such as the right to access, delete, and opt-out of the sale of your personal data. You can also request a report on the categories of personal data we have collected about you.

If you wish to exercise any of your rights under these laws, please refer to the "User Rights" section of this Privacy Policy or contact us directly.

39. Do Not Track Signals

We respect your privacy choices and comply with Do Not Track (DNT) signals sent by web browsers. If you enable DNT on your browser, we will make reasonable efforts to refrain from tracking your online activities, including collecting browsing data for advertising purposes. However, please note that not all third-party services may honor DNT signals, as they are still developing standards for this feature.

40. Third-Party Websites and Links

Our website may contain links to third-party websites or services that are not owned or controlled by GET SKY BUY. We are not responsible for the privacy practices or the content of these external websites. When you click on a third-party link, you will be directed to that website, and we encourage you to review their privacy policy to understand how your personal information will be handled.

We do not control the content or privacy practices of any third-party website, and any interactions you have with them are subject to their own policies.

41. Third-Party Payment Processing

GET SKY BUY uses third-party payment processors, such as Razorpay and WhatsApp Payments, to handle transactions. These payment processors are responsible for securely processing payments and handling your financial information according to their own privacy policies.

By using our services, you agree to the terms and conditions of these third-party payment providers. Please review their privacy policies for more information on how they collect and process your data.

42. Social Media Features and Widgets

Our website may include social media features, such as the Facebook “Like” button, Twitter widgets, or other social media tools that allow you to share information from our website to your social media accounts. These features may collect your IP address, the page you are visiting on our site, and may set a cookie to enable the feature to function properly.

Social media platforms may also track your interactions with these features, even if you do not use them. Your interactions with these features are governed by the privacy policies of the companies providing them (e.g., Facebook, Twitter, etc.).

Legal Obligations and Compliance

43. Legal Obligations and Compliance

GET SKY BUY is committed to complying with all applicable laws and regulations regarding data privacy and protection. This includes adherence to regional data protection laws such as the General Data Protection Regulation (GDPR) in the European Union and the California Consumer Privacy Act (CCPA) in California.

We may disclose your personal information in order to comply with legal obligations, such as to respond to government requests or legal proceedings, to protect our rights, and to enforce our policies.

44. Data Breach Notification Policy

In the event of a data breach, we will notify affected individuals as soon as possible and in accordance with applicable laws. Our data breach notification policy outlines the procedures for detecting, reporting, and responding to security incidents. This includes providing you with information about the breach, the type of data affected, and the steps you can take to protect yourself.

If you believe your personal data has been compromised, please contact us immediately, and we will take appropriate actions to mitigate any potential harm.

45. Handling Complaints and Disputes

If you have any concerns about how we handle your personal information, you are encouraged to contact us using the contact details provided in this Privacy Policy. We will make every effort to resolve your concerns. If we are unable to resolve your complaint, you have the right to lodge a complaint with a relevant data protection authority.

46. Your Data Protection Officer (DPO)

GET SKY BUY may have a designated Data Protection Officer (DPO) to ensure compliance with applicable privacy laws. The DPO is responsible for overseeing our data protection practices, answering any privacy-related questions, and ensuring the protection of your rights.

If you wish to contact the DPO, you can reach them via the contact information provided in this Privacy Policy.

How We Update This Privacy Policy

47. How We Update This Privacy Policy

We regularly review and update our Privacy Policy to ensure it reflects the current data practices and complies with relevant laws. Any changes to this policy will be posted on this page, and we will update the "Effective Date" at the top of the policy to reflect the date of the most recent revisions.

48. Notification of Changes

We will notify you of any significant changes to our Privacy Policy by updating the policy on our website or by sending you a notice through other means, such as email. It is important to regularly review this policy to stay informed about how we handle your data.

49. Effective Date of Changes

This Privacy Policy is effective as of [Insert Date]. Any changes to this policy will be effective immediately upon posting unless otherwise stated.

How to Contact Us for Privacy Concerns

50. How to Contact Us for Privacy Concerns

If you have any questions, concerns, or requests regarding this Privacy Policy, or if you wish to exercise any of your data protection rights, please contact us using the details provided below:

- **Email:** help@getskybuy.in

- **Phone:** +91 9332525641
- **Postal Address:** Loknath Nagar, Bagdogra, West Bengal, India (PIN: 734014)

51. Reporting Security Issues

If you believe there has been a security breach or if you have any concerns about the security of your personal data, please contact us immediately. We take data security very seriously and will investigate any potential security issues promptly.

52. Support Contact Details

For any customer service or support inquiries, you can reach us at:

- **Support Email:** info@getskybuy.in
- **Support Phone:** +91 9332525641

We are here to assist you and ensure your privacy concerns are addressed.