



Privacy Policy

Introduction

This Privacy Policy explains how **The Bookshelf** ("we", "our", or "us") collects, uses, shares, and protects your personal information when you visit or make a purchase on our website (www.bookshelf.com). By accessing or using our services, you agree to the terms outlined in this policy.

1. Definitions

- **Personal Data:** Any information that can be used to identify an individual.
- **Processing:** Any operation performed on personal data such as collection, use, or storage.
- **You/User:** A person accessing or using The Bookshelf website or services.

2. Information We Collect

a. Information You Provide

- Account registration details (name, email, password)
- Shipping and billing addresses
- Payment information (handled via secure gateways)
- Support queries and communications
- Reviews, ratings, or testimonials

b. Information We Collect Automatically

- IP address and location data
- Device type and browser
- Browsing activity (pages viewed, time spent)
- Cookies and session data

3. How We Use Your Information

We use your information for the following purposes:

- Fulfill orders and manage transactions
- Respond to your inquiries and support needs
- Customize product recommendations
- Manage your account and preferences
- Monitor and improve website performance
- Comply with legal obligations and prevent fraud

4. User Responsibilities

As a user, you are responsible for:

- Providing accurate and up-to-date information
- Maintaining the confidentiality of your account credentials
- Notifying us immediately of any unauthorized access

5. Legal Basis for Data Collection (GDPR Alignment)

We process your data based on one or more of the following:

- Your consent
- The performance of a contract (e.g., order fulfillment)
- Legal obligations (e.g., tax, fraud prevention)
- Legitimate interests (e.g., improving our service)

6. Data Retention

We retain personal data only as long as necessary to:

- Fulfill orders and provide support
- Maintain user accounts
- Comply with legal obligations

After the retention period, your data will be securely deleted or anonymized.

7. Data Security

We take all reasonable steps to secure your information using:

- HTTPS encryption
- Secure payment gateways (no card info stored by us)
- Access control and monitoring
- Regular vulnerability testing

Despite our efforts, no transmission or storage system is 100% secure.

8. Data Breach Policy

In case of a data breach:

- We will notify affected users within 72 hours (if required by law)
- Provide guidance on protective actions
- Work with relevant authorities to investigate and mitigate risk

9. Your Rights Under Data Protection Laws

You have the right to:

- Access the personal data we hold about you
- Correct inaccurate or outdated data

- Request deletion of your data
- Withdraw consent for data processing
- Object to direct marketing

Submit requests via: **privacy@bookshelf.com**

10. Third-Party Services

We may share your data with third-party services such as:

- Payment processors (Stripe, Razorpay, etc.)
- Shipping and delivery partners
- Email marketing platforms (if you subscribe)
- Analytics providers (Google Analytics, etc.)

All third parties are required to follow strict data protection standards.

11. Children's Privacy

The Bookshelf does not knowingly collect data from children under the age of 13. If we become aware of such collection, we will delete the data immediately.

12. International Data Transfers

If you are located outside India, your data may be transferred to and processed in India or other countries where our service providers operate.

13. Opt-Out and Unsubscribe

You can opt out of receiving promotional communications by:

- Clicking "Unsubscribe" in any marketing email
- Updating your communication preferences in your account settings
- Emailing us at **optout@bookshelf.com**

14. Cookies Policy (Brief)

Cookies help us:

- Recognize returning visitors
- Store preferences
- Track site performance

You can manage cookie preferences in your browser.

15. Changes to This Policy

We may update this Privacy Policy periodically. Changes will be posted here, and we may notify you via email for significant changes.

Last update: May 10, 2025

16. Contact Us

If you have questions or requests regarding this Privacy Policy, contact us at:

✉ **privacy@bookshelf.com**

📞 The Bookshelf Team

🌐 www.bookshelf.com