

When you use flipkart , it collects and stores your personal information which is provided by you from time to time. Their primary goal in doing so is to provide their customers a safe, efficient, smooth and customized experience. This allows Flipkart to provide services and features that most likely meet its customer's needs, and to customize its Website to make their experience safer and easier. More importantly, while doing so Flipkart collects personal information from their viewers that we consider necessary for achieving this purpose.

In general, you can browse the Website without telling the company or platform who you are or revealing any personal information about yourself. Once you give flipkart your personal information, you are not anonymous to it. Where possible, it gives its customers an option with respect to the data they provide by indicating which fields are required and which fields are optional. A customer always has the option to not provide information by choosing not to use a particular service or feature on the Website. Flipkart may automatically track certain information about its customers based upon their behaviour on its Website and uses this information to do internal research on its users' demographics, interests, and behaviour to better understand, protect and serve its users. This information is compiled and analysed on an aggregated basis. This information may include the URL that the customers just came from (whether this URL is on its Website or not), which URL would its customers next go to (whether this URL is on its Website or not), their browser information, and their IP address. Flipkart uses data collection devices such as "cookies" on certain pages of the Website to help analyse its web page flow, measure promotional effectiveness, and promote trust and safety. "Cookies" are small files placed on its customers memory storage device that assist Flipkart in providing its services. It offers certain features that are only available through the use of a "cookie".

It also uses cookies to allow its customer to enter a customer's password less frequently during a session. Cookies can also help it provide information that is targeted to your

interests. Most cookies are “session cookies,” meaning that they are automatically deleted from the customer’s hard drive at the end of a session. A customer is always free to decline Flipkart’s cookies if its user’s browser permits, although in that case the customers may not be able to use certain features on the Website and may be required to re-enter their passwords more frequently during a session.

Additionally, one may encounter “cookies” or other similar devices on certain pages of the Website that are placed by third parties. Flipkart does not control the use of cookies by third parties.

If one chooses to buy on the Website, it collects information about your buying behaviour. If you transact with it, it collects some additional information, such as a billing address, a credit / debit card number and a credit / debit card expiration date and/ or other payment instrument details and tracking information from cheques or money orders.

If one chooses to post messages on its message boards, chat rooms or other message areas or leave feedback, Flipkart will collect that information you provide to it. They retain this information as necessary to resolve disputes, provide customer support and troubleshoot problems as permitted by law.

If one sends them personal correspondence, such as emails or letters, or if other users or third parties send it correspondence about its customer’s activities or postings on the Website, they may collect such information into a file specific to you.

They collect personally identifiable information (email address, name, phone number, credit card / debit card / other payment instrument details, etc.) from you when you set up a free account with them. While you can browse some sections of their Website without being a registered member, certain activities (such as placing an order) do require registration. They do use your contact information to send you offers based on your previous orders and your interests.

2. Use of Demographic / Profile Data / Your Information

Flipkart uses personal information to provide the services customers request. To the extent it uses your personal information to market to you, they will provide you the ability to opt-out of such uses. they use your personal information to resolve disputes; troubleshoot problems; help promote a safe service; collect money; measure consumer interest in its products and services, inform you about online and offline offers, products, services, and updates; customize your experience; detect and protect itself against error, fraud and other criminal activity; enforce its terms and conditions; and as otherwise described to you at the time of collection.

In its efforts to continually improve its product and service offerings, it collects and analyses demographic and profile data about its users' activity on its Website.

It identifies and uses your IP address to help diagnose problems with its server, and to administer its Website. Your IP address is also used to help identify you and to gather broad demographic information.

It will occasionally ask you to complete optional online surveys. These surveys may ask you for contact information and demographic information (like zip code, age, or income level). Flipkart uses this data to tailor your experience at its Website, providing you with content that it thinks you might be interested in and to display content according to your preferences.

3. Sharing of personal information

It may share personal information with its other corporate entities and affiliates. These entities and affiliates may market to you as a result of such sharing unless one explicitly decides to opt-out.

It may disclose personal information to third parties. This disclosure may be required for it to provide you access to its Services, to comply with its legal obligations, to enforce its User

Agreement, to facilitate its marketing and advertising activities, or to prevent, detect, mitigate, and investigate fraudulent or illegal activities related to its Services. They do not disclose your personal information to third parties for their marketing and advertising purposes without your explicit consent.

They may disclose personal information if required to do so by law or in the good faith belief that such disclosure is reasonably necessary to respond to subpoenas, court orders, or other legal process. It may disclose personal information to law enforcement offices, third party rights owners, or others in the good faith belief that such disclosure is reasonably necessary to: enforce its Terms or Privacy Policy; respond to claims that an advertisement, posting or other content violates the rights of a third party; or protect the rights, property or personal safety of its users or the general public.

Flipkart and its affiliates will share / sell some or all of your personal information with another business entity should its (or its assets) plan to merge with, or be acquired by that business entity, or re-organization, amalgamation, restructuring of business. Should such a transaction occur that other business entity (or the new combined entity) will be required to follow this privacy policy with respect to your personal information.

4. Links to Other Sites/Apps

Flipkart's links to other websites/Webpages that may collect personally identifiable information about you. Flipkart is not responsible for the privacy practices or the content of those linked websites/Webpages.

5. Security Precautions

Flipkart's Website has stringent security measures in place to protect the loss, misuse, and alteration of the information under its control. Whenever you change or access your account information, it offers the use of a secure server. Once your information is in its possession they are bound to adhere to strict security guidelines, protecting it against unauthorized access.

6. Choice/Opt-Out

Flipkart provides all users with the opportunity to opt-out of receiving non-essential (promotional, marketing-related) communications from it on behalf of its partners, and from itself in general, after setting up an account. If one wants to remove your contact information from all of its lists and newsletters, one can choose to unsubscribe.

7. Your Consent

By using the Website and/ or by providing your information, you consent to the collection and use of the information you disclose on the Website in accordance with this Privacy Policy, including but not limited to Your consent for sharing your information as per their privacy policy.

If it decides to change its privacy policy, it will post those changes on its privacy and security page so that one is always aware of what information it collects, how they use it, and under what circumstances it is disclosed