

Artisanate.in Privacy Notice

Disclaimer: In the event of any discrepancy or conflict, the English version will prevail over the translation.

We know that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This Privacy Notice describes how Artisanate Seller Services Private Limited and its affiliates including Artisanate.com, Inc. (collectively "Artisanate") collect and process your personal information through Artisanate websites, devices, products, services, online marketplace and applications that reference this Privacy Notice (together "Artisanate Services").

By using Artisanate Services you agree to our use of your personal information (including sensitive personal information) in accordance with this Privacy Notice, as may be amended from time to time by us at our discretion. You also agree and consent to us collecting, storing, processing, transferring, and sharing your personal information (including sensitive personal information) with third parties or service providers for the purposes set out in this Privacy Notice.

Personal information subject to this Privacy Notice will be collected and retained by Artisanate, with a registered office at 8th floor, Brigade Gateway 26/1 Dr. Rajkumar Road Bangalore Karnataka 560055 India.

- [What Personal Information About Customers Does Artisanate Collect?](#)
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What Personal Information About Customers Does Artisanate Collect?

We collect your personal information in order to provide and continually improve our products and services.

Here are the types of personal information we collect:

Information You Give Us: We receive and store any information you provide in relation to Artisanate Services. Click [here](#) to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our Artisanate Services.

Automatic Information: We automatically collect and store certain types of information about your use of Artisanate Services, including information about your interaction with content and services available through Artisanate Services. Like many websites, we use cookies and other unique identifiers, and we obtain certain types of information when your web browser or device accesses Artisanate Services and other content served by or on behalf of Artisanate on other websites. Click [here](#) to see examples of what we collect.

Information from Other Sources: We might receive information about you from other sources, such as updated delivery and address information from our carriers, which we use to correct our

records and deliver your next purchase more easily. Click [here](#) to see additional examples of the information we receive

For What Purposes Does Artisanate Use Your Personal Information?

We use your personal information to operate, provide, develop, and improve the products and services that we offer our customers. These purposes include:

- **Purchase and delivery of products and services.** We use your personal information to take and fulfill orders, deliver products and services, process payments, and communicate with you about orders, products and services, and promotional offers.
- **Provide, troubleshoot, and improve Artisanate Services.** We use your personal information to provide functionality, analyze performance, fix errors, and improve the usability and effectiveness of the Artisanate Services.
- **Recommendations and personalization.** We use your personal information to recommend features, products, and services that might be of interest to you, identify your preferences, and personalize your experience with Artisanate Services.
- **Provide voice, image and camera services.** When you use our voice, image and camera services, we use your voice input, images, videos, and other personal information to respond to your requests, provide the requested service to you, and improve our services. For more information about Alexa voice services, click [here](#).
- **Comply with legal obligations.** In certain cases, we collect and use your personal information to comply with laws. For instance, we collect from sellers information regarding place of establishment and bank account information for identity verification and other purposes.
- **Communicate with you.** We use your personal information to communicate with you in relation to Artisanate Services via different channels (e.g., by phone, e-mail, chat).
- **Advertising.** We use your personal information to display interest-based ads for features, products, and services that might be of interest to you. We do not use information that personally identifies you to display interest-based ads. To learn more, please read our [Interest-Based Ads](#) notice.
- **Fraud Prevention and Credit Risks.** We use personal information to prevent and detect fraud and abuse in order to protect the security of our customers, Amazon, and others. We may also use scoring methods to assess and manage credit risks.

Does Artisanate Share Your Personal Information?

Information about our customers is an important part of our business and we are not in the business of selling our customers' personal information to others. We share customers' personal information only as described below and with Artisanate.com, Inc. and subsidiaries that Artisanate.com, Inc. controls that either are subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice.

- **Transactions involving Third Parties:** We make available to you services, products, applications, or skills provided by third parties for use on or through Artisanate Services. For example, the products you order through our marketplace

are from third parties, you can download applications from third-party application providers from our App Store, and enable third-party skills through our Alexa services. We also offer services or sell product lines jointly with third-party businesses, such as sellers on the marketplace, restaurants registered on Artisanate.in, merchants providing mobile recharges and bill-payment assistance. You can tell when a third party is involved in your transactions, and we share customers' personal information related to those transactions with that third party.

- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders for products or services, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing payments, transmitting content, scoring, assessing and managing credit risk, and providing customer service. These third-party service providers have access to personal information needed to perform their functions, but may not use it for other purposes. Further, they must process the personal information in accordance with applicable law.
- **Business Transfers:** As we continue to develop our business, we might sell or buy other businesses or services. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Artisanate.com, Inc. or Artisanate Seller Services Private Limited or any of its affiliates, or substantially all of their assets are acquired, customer information will of course be one of the transferred assets.
- **Protection of Artisanate and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our [Conditions of Use](#) and other agreements; or protect the rights, property, or safety of Artisanate, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Other than as set out above, you will receive notice when personal information about you might be shared with third parties, and you will have an opportunity to choose not to share the information.