

Privacy Policy for Enetwa

Effective Date: June 27, 2023

This Privacy Policy describes how Enetwa ("we," "us," or "our") collects, uses, and discloses personal information when you use our website www.enetwa.com (the "Website") and the services provided through it. By accessing or using our Website, you agree to the terms of this Privacy Policy.

Information We Collect

We may collect the following types of personal information from you:

- 1.1 Email Address: We collect your email address when you provide it to us for the purpose of communication and account management.
- 1.2 First Name and Last Name: We collect your first name and last name when you provide them to us for personalization and identification purposes.
- 1.3 Phone Number: We collect your phone number when you provide it to us for communication and account verification purposes.
- 1.4 Address: We collect your address, including state, province, ZIP/postal code, and city when you provide it to us for order fulfillment and delivery purposes.
- 1.5 Social Media Profile Information: If you choose to connect with Facebook or sign in with Twitter, we may collect certain information from your social media profile as permitted by those platforms. This information may include your name, profile picture, email address, and other relevant data necessary for authentication and social interaction purposes.

Use of Collected Information

We may use the collected information for the following purposes:

- 2.1 To provide and personalize our services to you.
- 2.2 To communicate with you, including responding to your inquiries and providing customer support.
- 2.3 To process and fulfill orders, including delivery and returns.
- 2.4 To send you marketing communications, promotional offers, and newsletters with your consent.
- 2.5 To improve and analyze the effectiveness of our Website, services, and marketing campaigns.
- 2.6 To comply with applicable laws, regulations, and legal obligations.

Sharing of Collected Information

We may share your personal information in the following circumstances:

- 3.1 With Service Providers: We may share your information with trusted third-party service providers who assist us in operating our business and providing our services. These service providers include:
 - Analytics: We may use third-party analytics tools, such as Google Analytics, to gather information about how you interact with our Website and improve our services.
 - Email Marketing: We may use third-party email marketing platforms to send you marketing communications and newsletters if you have consented to receive them.
 - Ads: We may use third-party advertising platforms, such as Google Ads and Facebook Ads, to display targeted advertisements to you based on your interests and online activities.

- **Payments:** We may use third-party payment processors, such as PayPal, to facilitate secure and efficient payment transactions.

3.2 With Business Partners: We may share your information with trusted business partners with whom we collaborate to offer joint products, services, or promotions. These partners will be required to handle your information in accordance with this Privacy Policy.

3.3 With Legal and Regulatory Authorities: We may disclose your information to comply with applicable laws, regulations, legal processes, or governmental requests, or to protect our rights, property, and safety, as permitted by law.

- **Your Privacy Choices**

4.1 Email Communications: You may choose to unsubscribe from our marketing communications at any time by following the instructions provided in the emails or by contacting us using the information provided below.

4.2 Cookies and Tracking Technologies: Most web browsers are set to accept cookies by default. You can adjust your browser settings to decline cookies or prompt you before accepting cookies. However, note that disabling cookies may affect the functionality of our Website.

- **Data Security**

We implement reasonable security measures to protect the personal information we collect from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

- **International Data Transfers**

If you access our Website from outside Pakistan, please be aware that your information may be transferred to and stored on servers located in Pakistan. By using our Website, you consent to the transfer of your information to Pakistan, which may have different data protection laws than your country of residence.

- **Your California Privacy Rights**

If you are a California resident, you may have certain rights under the California Consumer Privacy Act (CCPA) and the California Online Privacy Protection Act (CalOPPA). Please refer to our separate California Privacy Notice, which provides information about your rights and how to exercise them.

- **Your GDPR Rights**

If you are located in the European Economic Area (EEA), you may have rights under the General Data Protection Regulation (GDPR). Please refer to our separate GDPR Compliance Statement, which outlines your rights and how to exercise them.

- **Contact Us**

If you have any questions or concerns regarding this Privacy Policy or our privacy practices, you may contact us:

Email: ecommerce.enetwa@gmail.com

Website: www.enetwa.com

Phone: +923242040105

- **Changes to this Privacy Policy**

We reserve the right to modify this Privacy Policy at any time. Any updates will be effective upon posting the revised Privacy Policy on our Website. We encourage you to review this Privacy Policy periodically for any changes.

This Privacy Policy is incorporated by reference into our Terms of Service and forms an integral part of the agreement between you and Enetwa.

Last updated: June 26, 2023