

Privacy Policy

A privacy policy outlines how we respect and protect the privacy of our website users. It details the types of information we collect, how it is used, and the measures taken to secure it.

What is a Privacy Policy?

A privacy policy is a document that explains how an organization gathers, uses, discloses, and manages customer data. The content of privacy policies varies depending on applicable laws and may need to address requirements from multiple countries or jurisdictions. Since there is no universal standard for privacy policies, many organizations offer template forms rather than specific examples.

Usage of Information at Trail Trekker India

At Trail Trekker India, our privacy policy ensures that any personal information provided is used and protected according to this statement. We are committed to safeguarding your privacy and collecting only the necessary information to identify you when using our website.

Policy Updates

Our privacy policy is subject to change. Please review this page periodically to ensure you are aware of any updates. This policy has been effective since May 19, 2024.

Information We Collect

We may collect the following information:

- Name
- Job Title
- Contact Information (including Email Address)
- Demographic Information (such as Interests, Postcode, and Preferences)
- Other relevant information for offers and customer surveys

How We Use Collected Information

We collect information to better understand your needs and provide you with enhanced services:

- Improving our products and services
- Keeping internal records
- Sending periodic promotional emails about new products, special offers, or other information of interest
- Contacting you occasionally for market research via email, fax, mail, or phone
- Customizing the website to reflect your interests and needs

Security of Your Information

We are committed to ensuring the security of your personal information. We have implemented appropriate electronic, managerial, and physical safeguards to protect information collected online.

Use of Cookies

A cookie is a small file that asks for permission to be placed on your computer's hard drive. Once accepted, the file is added, and the cookie helps analyze web traffic or notifies you when you visit a particular site. Cookies allow web applications to respond to you as an individual, adapting to your preferences and needs by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used, helping us analyze web page traffic and improve our website according to customer needs. The data is used for statistical analysis and is removed afterward. Cookies help us monitor which pages you find useful and which you do not, enhancing your website experience. Accepting cookies does not give us access to your computer or any personal information other than what you choose to share.

You have the option to accept or decline cookies. Most browsers automatically accept cookies, but you can modify your browser settings to decline them if you prefer.

Links to Other Websites

Our website may contain links to other websites. Once you use these links to leave our site, please note that we do not have control over the external websites. Therefore, we are not responsible for the privacy or protection of any information you provide while visiting such sites, as they are not governed by this privacy statement.

Control Over Your Personal Information

You can restrict the use of your personal information in the following ways:

- Look for and check the box indicating that you do not want your information used for direct marketing purposes whenever you fill out a form on the website.
- Contact us at any time to withdraw your consent if you previously agreed to the use of your personal information for direct marketing purposes.

We will not sell, distribute, or lease your personal information to third parties without your permission or unless required by law. We may use your personal information to send you promotional information about third parties that you might find interesting if you have consented to this.

Under the Data Protection Act 1998, you can request a copy of the personal information we hold about you for a small fee. If you would like a copy, please write to us at our postal address. If

you believe any information we have is incorrect or incomplete, please email us so we can correct it.