

# Privacy Policy

At DrumTrum, we are committed to protecting your privacy and ensuring the security of any personal information you provide to us. This Privacy Policy outlines how we collect, use, and protect the information gathered from our website visitors and customers.

## Information We Collect

We collect two types of information from our website users:

**1-Personally Identifiable Information:** This information is specific to an individual and is voluntarily provided by you when engaging in certain activities on our website, such as creating an account, placing an order, filling out surveys, submitting reviews, or applying for a job. This may include your name, email address, mailing address, telephone number, date of birth, and other relevant personal details. Please note that some information may be identified as mandatory, and failure to provide such information may limit your ability to engage in certain activities on our website.

**2-Non-Personally Identifiable Information:** We also collect non-personally identifiable information, such as your IP address, browser type, operating system, referring website, pages visited on our site, and other anonymous statistical data. This information is collected automatically through cookies and similar technologies and helps us improve our website and tailor our content to better suit your preferences.

## How We Use Your Information

We use the collected information for the following purposes:

- 1-To process and fulfill orders you place on our website.
- 2-To provide customer support and respond to your inquiries and requests.
- 3-To personalize and enhance your user experience on our website.
- 4-To improve and optimize our website's functionality, content, and offerings.
- 5-To send you promotional emails and updates about our products, special offers, and events (you may choose to opt-out at any time).
- 6-To analyse website traffic and trends, and gather anonymous statistical data for internal purposes.
- 7-To prevent and detect fraudulent activities or unauthorized access to our website.
- 8-To comply with applicable laws, regulations, or legal processes.

## **Information Security**

We implement the necessary safeguards to ensure the confidentiality of Personally Identifiable Information. In order to prevent unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our site, we implement suitable data collecting, storage, and processing policies and security measures. -Using your login and password, you can access your Personally Identifiable Information on our website. It is advised that you keep your password confidential. Furthermore, only specific employees and contractors have access to the secure server where your Personally Identifiable Information is kept.

DrumTrum works hard to preserve Your Personal Information from unauthorized access, alteration, disclosure, or destruction, as well as to ensure its security. In order to protect your Personally Identifiable Information during transmission to us, we encrypt a portion of your sensitive data using Secure Socket Layer (SSL) technology.

In order to protect Your Information, DrumTrum will implement reasonable security methods and processes as required by applicable laws. Provided that Your right to claim damages shall be confined to the right to claim only statutory damages under Information Technology Act, 2000 and You expressly waive and release DrumTrum from any claim of damages under contract or under tort.

If you choose a payment gateway to complete any transaction on the website, your credit card information might be kept in accordance with industry guidelines or suggested guidelines for the protection of financial data, like the Payment Card Industry Data Security Standard (PCI-DSS).

We may disclose your information to third parties in accordance with a confidentiality agreement that, among other things, limits the third parties' ability to disclose the information unless it is necessary to fulfill the purpose for which it is disclosed. Nevertheless, any security lapse or the deeds of any third parties that obtain Your Personal Information are not DrumTrum's fault. If you give your personal

information to a third party, DrumTrum is not responsible for any loss or injury caused to You as a result of You providing Your Personal Information to third party (including any third party websites, even if links to such third party websites are provided on the Website).

When we believe it's necessary to do so in order to abide by the law, enforce our terms of use, or apply other agreements, we reveal information. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from customers for commercial purposes in violation of the commitments set forth in this Privacy Notice.

However, no data transmission over the Internet can be guaranteed to be completely secure. Accordingly, we cannot ensure or warrant the security of any information that you transmit to us, so you do so at your own risk.

### **Disclosure of Information**

We may disclose your personal information to trusted third-party service providers who assist us in operating our website, conducting business operations, and serving you better. These third-party providers are contractually obligated to keep your information confidential and use it solely for the purposes specified by us. We may also disclose your information if required by law, to enforce our website policies, or to protect our rights or the rights of other users.

### **Children's Privacy**

Minors under the age of 18 are not supposed to use the Website. We do not collect or maintain information from anyone known to be under the age of 18, and no part of the Website is designed to attract anyone under the age of 18. If you are under 18 and still want to buy a product, you may use DrumTrum only with the involvement of a parent or guardian.

### **Third-Party Websites**

This Privacy Policy only addresses the use and disclosure of information we collect from you. Other websites that may be accessible through this Website have their own privacy policies and data collection, use and disclosure practices. If you link to any such website, we urge you review the website's privacy policy. We are not responsible for the policies or practices of third parties.

## **Advertising**

Ads appearing on our site may be delivered to Users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile non personal identification information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers.

## **Changes to This Privacy Policy**

We reserve the right to update or modify this Privacy Policy at any time, without prior notice. Any changes made to the policy will be posted on this page, and the "last updated" date will be revised accordingly. It is your responsibility to review the policy periodically for any updates or changes.

## **Consent**

By using our website, you consent to the terms and conditions outlined in this Privacy Policy and agree to the collection, use, and disclosure of your information as described herein.

Note- If you have any questions or concerns about our Privacy Policy, please contact us at [solution@drumtrum.com](mailto:solution@drumtrum.com) .