

PRIVACY POLICY

Elfreds Commerce LLP (“ECL”) is the owner of the brand “Hisar Fresh”, mobile applications “Hisar Fresh” and website “hisarfresh.com” (the “Site”). ECL respects your privacy. This Privacy Policy details the manner in which information relating to you is collected, used and disclosed. As a visitor to the Site / Customer, you are advised to read the Privacy Policy carefully. By accessing the services provided by the Site, you agree to be bound by the terms and conditions of the Privacy Policy and consent to the collection, storage and use of information relating to you as provided herein.

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information”.

We collect Device Information using the following technologies:

1. “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
2. “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
3. “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

Additionally, you may encounter “cookies” or other similar devices on certain pages of the website that are placed by third parties. The Company does not control the use of cookies by third parties. The website may contain links to other websites. We are not responsible for the privacy practices of such websites that we do not manage and control.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers, banking information, and others), email address, and phone number. We refer to this information as “Order Information”.

When we talk about “Personal Information” in this Privacy Policy, we are talking about both Device Information and Order Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for delivery, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

1. To enable the provision of services opted for by you;
2. Communicate with you;
3. Screen our orders for potential risk or fraud;
4. When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services; and
5. To maintain records to comply with applicable laws, rules and regulations.

ECL will also provide this information to its business associates and partners when necessary to provide the services requested by you. Where any service requested by you involves a third party, such information as is reasonably necessary by the Company to carry out your service request may be shared with such third party.

Your information is shared with employees and authorized personnel on a need to know basis to complete the transaction and to provide the services requested by you. Although the Company endeavours to safeguard the confidentiality of your personally identifiable information, transmissions cannot be made absolutely secure. By using this site, you agree that ECL will have no liability for disclosure of your information due to errors in transmission and/or unauthorized acts of third parties.

We are committed to keeping all such sensitive data/information safe at all times and ensure that such data/information is transacted securely. The Company will not use your financial information for any purpose other than to complete a transaction with you.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above.

For example, we use various service providers to enable the technology used in providing your with our services, support, and access to this Site.

We use Facebook and its owned platform for communication and promotions.

We also use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>.

You can also opt-out of Google Analytics here:

<https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Please note that, as of now, we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

You may access personal information we hold about you and ask that your personal information be corrected, updated, or deleted. Although the right is limited to general business practices as deemed fit by us and/or as required by the law. If you would like to exercise this right, please contact us through the contact information below.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records as per the operational requirements of the business and/or to comply with applicable laws, rules and regulations.

CHANGES TO POLICY

We may update this privacy policy from time to time without notice in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. It is strongly recommended that you periodically review our Privacy Policy as posted on the web.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us using the details provided below:

Hisar Fresh

[Re: Privacy Compliance Officer]

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