

# Privacy Policy

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**Effective Date: December 09, 2025**

Welcome to the OBARA Welding Gun Selection Database! We understand the importance of your privacy and are committed to protecting your personal information. This Privacy Policy aims to help you understand how we collect, use, store, and share your information, especially regarding data processing related to our AI search functionality, product search, and technical data download. Please read this policy carefully before using our services.

## 1. Information We Collect

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To provide and improve our services, we may collect the following types of information:

### 1.1 Information You Directly Provide

- **Account Information:** When you register or log in to the OBARA Welding Gun Selection Database, you will need to provide a username and password. This information is used to verify your identity and manage your account.
- **Search Queries:** The keywords, phrases, and questions you enter when using the AI search functionality or traditional search functionality. This information is crucial for understanding your needs and providing relevant search results.
- **Feedback Information:** Any feedback, suggestions, or questions you submit through our services.
- **Download Records:** The types and quantities of technical data you download, used to optimize our services and content.

### 1.2 Information We Collect Automatically

- **Device and Usage Information:** We may collect information about how you access and use our services, including your IP address, device type, operating system, browser type, access date and time, and your activities within the service (e.g., pages you view, links you click, duration of search sessions).
- **AI Search Interaction Data:** When you use the AI search functionality, we collect data about your interactions with search results, such as the search results you click, product details you view, and your satisfaction feedback on search results. This data helps us evaluate and optimize the accuracy and relevance of AI search.
- **Traditional Search Interaction Data:** When you use the traditional search functionality, we collect your search criteria, filter options, and result click behavior to improve the user experience of the search functionality.
- **Log Data:** Server logs may include your IP address, browser type, referring/exit pages, operating system, date/time stamps, and clickstream data.

## 2. How We Use Your Information

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We primarily use the information we collect for the following purposes:

- **Provide and Maintain Services:** Including managing your account, providing the services you request, and ensuring the normal operation and security of the services.

- **Improve AI Search Functionality:** We use your search queries and AI search interaction data to analyze search patterns, optimize search algorithms, improve the accuracy and relevance of search results, and develop new AI search features. For example, by analyzing user click behavior on specific search results, we can adjust algorithms to better meet user needs.
- **Optimize Traditional Search Functionality:** Use traditional search interaction data to improve the relevance of search criteria and result ranking.
- **Personalize User Experience:** With your explicit consent, we may use your search history and preferences to provide personalized product recommendations and search results, thereby enhancing your user experience.
- **Data Analysis and Research:** We may anonymize and de-identify collected data for internal research, statistical analysis, and business decisions to understand user needs and market trends.
- **Security and Compliance:** Detect and prevent fraud, abuse, and security incidents, and comply with applicable laws, regulations, and our policies.
- **Customer Support:** Respond to your inquiries, provide technical support, and resolve issues you encounter while using the services.
- **Service Optimization:** Optimize service processes based on user behavior data to improve service efficiency and user satisfaction.

## 3. How We Share and Disclose Your Information

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We commit not to sell your personal information. We may share or disclose your information in the following circumstances:

- **With Your Consent:** We may share your information with third parties with your explicit consent.
- **With Service Providers:** We may share your information with third-party service providers who perform services on our behalf, such as data storage, analytics, and technical support. These service providers are only permitted to access your information as necessary to perform their services and are contractually bound to protect your privacy.
- **Legal Requirements and Enforcement:** We may disclose your information as required by law, court order, or other legal processes, or in response to legitimate requests from government authorities.
- **Business Transfers:** In the event of a merger, acquisition, asset sale, or bankruptcy, your information may be transferred as part of the assets.
- **Anonymized or De-identified Data:** We may share anonymized or de-identified data with partners, researchers, or other third parties, which cannot be used to identify you personally.

## 4. Data Security

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We implement industry-standard physical, technical, and administrative measures to protect your personal information from unauthorized access, use, disclosure, modification, or destruction.

These measures include:

- Data Encryption: Encrypting sensitive data during transmission and storage
- Access Control: Strict authentication and authorization mechanisms to restrict access to personal information
- Security Audits: Regular security audits and vulnerability scans
- Employee Training: Privacy protection and data security training for employees
- Data Backup: Regular data backups to ensure data availability and integrity

While we strive to protect your information, no system is absolutely secure, and we cannot guarantee the absolute security of information during transmission or storage.

## 5. Your Rights

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You have the following rights regarding your personal information:

- **Access and Correction:** You have the right to access and correct your account information. You can do this by logging into your account.
- **Deletion:** In certain circumstances, you have the right to request that we delete your personal information. Please note that we may need to retain certain information to comply with legal obligations or resolve disputes.
- **Withdraw Consent:** If you have previously consented to our collection and use of your information, you have the right to withdraw that consent at any time. Withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.
- **Opt-out of Personalization:** If you do not wish for us to use your search data for personalized recommendations, you can opt-out through your account settings or by contacting us.
- **Data Export:** You have the right to request that we export your personal information in a structured, machine-readable format.

## 6. Data Retention

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We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. The specific retention periods are as follows:

- **Account Information:** Retained during the existence of your account, and for the necessary period according to legal requirements after account cancellation
- **Search Data:** Retained for 12 months, then anonymized
- **Download Records:** Retained for 12 months, then anonymized
- **Log Data:** Retained for 6 months

When your personal information is no longer needed, we will securely delete or anonymize it.

## 7. Protection of Minors

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Our services are not directed to minors under the age of 18. We do not knowingly collect personal information from minors. If you are a minor, please do not use our services or provide us with any personal information. If you believe that we may have collected information from a minor, please contact us, and we will promptly delete such information.

## 8. Changes to This Privacy Policy

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We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed. If significant changes occur, we will notify you via email or by posting a notice within the service.

## 9. Contact Us

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If you have any questions, comments, or concerns about this Privacy Policy, or wish to exercise your privacy rights, please contact us at:

**OBARA (Nanjing) Electromechanical Co., Ltd**

**Email:** [gaoj@obara.com.cn](mailto:gaoj@obara.com.cn)

**Address:** No. 28 Renjie Road, Jiangning Economic and Technological Development Zone, Nanjing, China

Thank you for reading our Privacy Policy!