

PRIVACY POLICY

Earth Paws Private Limited, having its Registered Office at Village Sorkha, FNG Highway, beside Indian National Public School, Sector-115, Noida-201301, India (herein after referred to as the : “Company”/ “We” / “Us” and “Our”) is managing and operating the mobile application/website www.petmemaa.com

This policy amongst describes: (i) the type of information that the Company may collect from you when you access or use its websites, application; and (ii) the Company’s practices for collecting, using, maintaining, protecting and disclosing that information.

We encourage you to read this policy carefully to understand the Companies Policies and Practices regarding your information.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last updated” date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Application after the date such revised Privacy Policy is posted.

Interpretation and Definitions

Interpretation: The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions:

For the purposes of this Privacy Policy:

- “Website” means www.petmemaa.com
- “Cookies” We use cookies, permissions and other trackers in our website and mobile applications that are used to collect and process data about you so we can provide you a better online experience as well as improve our services in terms of personalised offers.

Additionally, you may encounter “cookies” or other similar files on certain pages of the website or app that are placed by third parties. The Company does not control the use of cookies by third parties.

- "Device" means any device that can access the Service such as a computer, a cell phone or a digital tablet.
- "Personal Data" is any information that relates to an identified or identifiable individual.
- "Usage Data" refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

COLLECTION OF DATA

We may collect information about you in a variety of ways.

TYPES OF DATA COLLECTED

- **Personal Data:**

Demographic and other personally identifiable information (such as your name, email address, phone number, address and your pet details) that you voluntarily give to us while installing the Application, online chatting with our representatives, usage of services such as spa booking, selection of products, sharing feedback.

- **Data from Social Network**

User information from social networking sites, such as [Facebook, Instagram, etc], including your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts, if you connect your account to such social networks. This information may also include the contact information of anyone you invite to use and/or join the Application.

- **Location Data**

We may request access or permission to and track location-based information from your mobile device, either continuously or while you are using the Application, to provide location-based services. If you wish to change our access or permissions, you may do so in your device's settings.

- **Push Notifications**

We may request to send you push notifications regarding your account. If you wish to opt-out from receiving these types of communications, you may turn them off in your device's settings

- **Device Information**

We may need your device permission to get information about your device, like OS (operating System) name, mobile network, device identifier etc. Based on these inputs, we intend to optimize your experience and thereby serve you better.

- **Data From Contests, Giveaways, and Surveys**

Personal and other information you may provide when entering contests or giveaways and/or responding to surveys.

Data Usage

Usage Data is collected automatically when using the website. Usage Data may include information such as Your Device's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our Service that You visit, the time and date of your visit, unique device identifiers and other diagnostic data. When You access the Service by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device You use, your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data. We may also collect information that Your browser and application sends whenever You visit the website.

Use of your Data

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you for the following purposes:.

- For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- To manage Your requests: To attend and manage Your requests to Us.
- For other purposes: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, and your experience.

Retention of Your Data

We will retain your information and any data for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted under the applicable law.

Disclosure of your Data

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights

We believe the release of data about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable laws, rules, or regulations.

TRACKING TECHNOLOGIES

- **Cookies**

We use cookies and other similar technologies (such as pixel tags and clear gifs) to store certain types of information each time you visit platform. You may choose to decline cookies, but this would disable the scope of experiencing the entire feature of the website and application. Hence, we recommend that you leave them turned on.

- **Internet Based Advertising**

Additionally, we may use third-party software to serve ads on the website, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us.

CONSENT

By using the website and/ or by providing your information, you consent to the collection and use of the information you disclose on the website in accordance with this Privacy Policy, including but not limited to your consent for sharing your information as per this privacy policy.

Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

- Noting your preferences at the time you register your account with the Application
- Logging into your account settings and updating your preferences.
- Contacting us using the contact information provided below

Contact Us

For any further queries and complaints related to privacy under applicable laws and regulations, you could reach us at: helpdesk@petmemaa.co.in

Updated on 9th June, 2024