

Privacy Policy

TechTrend Innovations Pvt. Ltd.

Effective Date: May 1, 2025

Last Updated: May 1, 2025

TechTrend Innovations Pvt. Ltd. ("TechTrend," "we," "us," or "our") is committed to protecting the privacy of our customers, employees, and partners. This Privacy Policy outlines how we collect, use, store, share, and protect your personal data in compliance with India's Digital Personal Data Protection Act, 2023 (DPDP Act). It applies to all personal data processed through our website (www.techtrend.in), mobile application, and services offered in India.

1. Scope and Applicability

This Privacy Policy applies to all personal data collected in digital form from individuals ("Data Principals") within India or processed in connection with offering goods and services to Indian residents. Personal data includes any information that can identify an individual, such as name, email, phone number, Aadhaar number, or IP address.

2. Data We Collect

We collect the following personal data:

- **Identity Data**: Name, email address, phone number, and government-issued IDs (e.g., PAN, Aadhaar) for account creation or verification.
- **Contact Data**: Mailing address, email, and phone number for communication.
- **Usage Data**: IP address, browser type, device information, and website/app interactions for analytics.
- **Transaction Data**: Payment details and purchase history for processing orders.
- **Marketing Data**: Preferences for newsletters or promotional offers.

****How We Collect Data**:**

- Directly from you when you register, place orders, or contact support.
- Automatically via cookies and analytics tools (e.g., Google Analytics).
- From third parties, such as payment processors or marketing partners.

3. Purpose of Data Processing

We process personal data for:

- Providing services, such as processing orders and delivering products.
- Improving user experience through analytics and personalization.
- Sending marketing communications (with consent).
- Complying with legal obligations, such as tax reporting.
- Detecting and preventing fraud.

4. Consent

We process personal data based on your explicit, informed, and voluntary consent, as required by the DPDP Act. Consent is obtained via:

- A clear request in plain English or your preferred Indian language (e.g., Hindi, Tamil).
- A detailed notice explaining the data collected, purpose, and your rights.
- An option to opt-in or opt-out at data collection points (e.g., website forms).

You may withdraw consent at any time by contacting our Data Protection Officer (DPO) at dpo@techtrend.in. Withdrawal is as easy as granting consent.

5. Data Sharing

We share personal data with:

- ****Service Providers****: Payment processors, cloud storage providers, and logistics partners under strict data processing agreements.
- ****Third-Party Partners****: Marketing agencies for targeted campaigns, only with your consent.
- ****Legal Authorities****: When required by law or to protect our rights.

We do not share data with entities in countries restricted by the Government of India.

6. Data Retention and Deletion

- We retain personal data only as long as necessary for the purposes outlined (e.g., 5 years for tax records).
- Data is deleted securely when no longer needed, using industry-standard encryption and deletion protocols.
- You may request data deletion by contacting dpo@techtrend.in, subject to legal retention obligations.

7. Data Security

We implement robust security measures, including:

- Encryption of data in transit and at rest (e.g., AES-256).
- Regular security audits and vulnerability assessments.
- Access controls to limit data access to authorized personnel.
- Immediate reporting of data breaches to the Data Protection Board and affected individuals within 72 hours.

8. Your Rights

Under the DPDP Act, you have the right to:

- Access your personal data and obtain a copy.
- Correct inaccurate or incomplete data.
- Request deletion of data, subject to legal exceptions.
- Withdraw consent for data processing.
- Nominate another person to exercise your rights in case of death or incapacity.
- File grievances with our DPO or the Data Protection Board.

To exercise these rights, contact our DPO at dpo@techtrend.in or use the "Manage My Data" portal on our website.

9. Children's Data

We do not knowingly collect data from individuals under 18 without verifiable parental consent, obtained via Digital Locker or authorized tokens. Targeted advertising to children is prohibited.

10. Data Protection Officer

Our DPO oversees compliance with the DPDP Act. Contact:

****Name**:** Priya Sharma

****Email**:** dpo@techtrend.in

****Phone**:** +91-98765-43210

****Address**:** TechTrend Innovations, 123 Cyber City, Bengaluru, Karnataka 560001, India

11. Third-Party Links

Our website and app may contain links to third-party sites. We are not responsible for their privacy practices. Review their policies before sharing data.

12. Policy Updates

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Updates will be posted on our website with the revised effective date. Significant changes will be notified via email or app notifications.

13. Grievance Redressal

For complaints or queries, contact our DPO. We aim to resolve grievances within 7 days. If unsatisfied, you may approach the Data Protection Board of India.

14. Consent Manager

We use a registered Consent Manager to facilitate consent management. You can review, manage, or withdraw consent via our "Manage My Data" portal.

****Contact Us****

TechTrend Innovations Pvt. Ltd.

123 Cyber City, Bengaluru, Karnataka 560001, India

Email: support@techtrend.in

Phone: +91-12345-67890

This Privacy Policy is available in English and all languages listed in the 8th Schedule of the Indian Constitution upon request.