**PRIVACY POLICY**

***Disclaimer:*** *Our Organisation, i.e., Ivoricca Dreams and Venture LLP (****“IDVLLP”****), the owner of the brand Royale Fresh can modify this Policy unilaterally at any time without notice. Modification may be necessary, among other reasons, to maintain compliance with applicable laws and regulations or accommodate organizational changes within the Company.*

*For the sake of brevity, the term Website shall mean and include all digital platforms as defined in the Terms and Conditions stated in the website at,* [www.royalefresh.com](http://www.royalefresh.com)*.*

**INTRODUCTION**

1. By visiting and/or ordering from Royale Fresh platforms (as defined in the Terms and Conditions stated in this website), you are accepting the practices described in this Privacy Policy. This Privacy Policy may change from time to time. We encourage you to refer to this Privacy Policy to understand our current privacy policy.
2. By visiting this Website, you expressly consent to our use and disclosure of your personal information in accordance with the Privacy Policy. Privacy Policy is deemed to be incorporated into and is subject to the Terms and Conditions mentioned herein in this website. By using the services or by otherwise giving us your information, you will be deemed to have read, understood and agreed to the practices and policies outlined in this privacy policy and agree to be bound by the privacy policy. You hereby consent to our collection, use and sharing, disclosure of your information as described in this privacy policy. We reserve the right to change, modify, add or delete portions of the terms of this privacy policy, at our sole discretion, at any time. If you do not agree with this privacy policy at any time, do not use any of the services or give us any of your information.
3. If you use the services on behalf of someone else, i.e., as an entity (such as your employer), you represent that you are authorised by such individual or entity to (i) accept this privacy policy on such individual’s or entity’s behalf, and (ii) consent on behalf of such individual or entity to our collection, use and disclosure of such individual’s or entity’s information as described in this privacy policy.
4. In order to use Company's products and services, you may be required to register as a user. From time to time, we may use your email address to send you information and keep you informed of products and services in which you might be interested. You will always be provided with an opportunity to opt out of receiving such emails by following the procedure as mentioned hereunder. Your contact information may also be used to reach you regarding issues concerning your use of our site, including changes to this privacy policy.
5. In order to use Company's products and services, you may be required to register as a user. From time to time, we may use your email address to send you information and keep you informed of products and services in which you might be interested. You will always be provided with an opportunity to opt out of receiving such emails. Your contact information may also be used to reach you regarding issues concerning your use of our site, including changes to this privacy policy.
6. We may use your information for market research or customer profiling and to display certain content on the website, such as your favorite items or new products that we think may be of interest to you.

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1. **Privacy** 
   1. IDVLLP is deeply committed to maintaining your privacy. We value our visitors greatly and we do not sell or in any way give away our customer’s/visitor’s information without their express consent or if it is required by law.
   2. We collect information in order to optimize our services and better serve your buying needs. When you use our website, we may collect and process the following information about you:

* Information that you provide by filling in forms on our website. This includes information provided at the time of registering to use our website, subscribing to our service, posting material or requesting further services. We may also ask you for information when you enter a competition or promotion on our website, and when you report a problem with our website.
* If you contact us, we may keep a record of that correspondence.
* We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
* Details of transactions you carry out through our website and of the fulfillment of your orders.
* Details of your visits to our website including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise, and the resources that you access.
  1. We use the collected information in the following ways:
* To ensure that content from our website is presented in the most effective manner for you and for your computer.
* To provide you with information, products or services that you request from us or which we feel may interest you. In the event that you do not wish to receive such information, kindly e-mail us at [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_](mailto:mail@laharimusic.com).
* To carry out our obligations arising from any contracts entered into between you and us.
* To allow you to participate in the interactive features of our service, when you choose to do so.
* To notify you about changes to our service.
* To help us understand more about how our website and other physical and digital Platforms is used and to improve our website as well as carry out market research and statistical analysis.
  1. You may notify us either in writing or by telephone or email that you object to being contacted or being contacted in a particular way. If you use more than one email address to communicate with us, please notify us of each email account you use.

1. **Cookies:**
   1. Cookies helps analyse web traffic or lets you know when you visit a particular site. With the help of cookies, the web application can modify its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.
   2. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to customise it to the customer’s needs. We only use this information for the purpose of statistical analysis. Other than this, cookies in no way gives us access to your computer or any information about you, other than the data you choose to share with us.
   3. Please note that you can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer but this may prevent you from taking full advantage of the website.
2. **Confidentiality**
   1. We do not sell to others any personal information that you provide to us through our Website.
   2. We may be constrained to disclose your information if we believe that your use of our website is unlawful or damaging to others, to the extent that it is reasonably necessary in our opinion to prevent, remedy or take action in relation to such conduct.
   3. We may also disclose or share your personal data in order to comply with any legal obligation; in order to enforce or apply any agreements or licenses with you; or to protect the rights, property, or safety of IDVLLP, our employees, affiliates, agents, distributors, licensors, suppliers, and/or our customers. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
   4. If any part of our business (including those of our affiliates) is sold or integrated with another business, your details may be disclosed to our advisers and any prospective purchasers and their advisers.
   5. Any personal information provided by you shall be retained by us for a time period as required under the applicable law.
3. **Third-Party Disclosures**
   1. When you click on links on our website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.
   2. In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. However, certain third-party service providers, such as payment gateways and other payment transaction processors, and external delivery partners, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.
   3. For these providers, we recommend that you read their privacy policies so you can understand the way your personal information will be handled by these providers.
   4. Once you leave our website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website’s Terms of Service. Hence you hereby understand and agree that by using third-party providers through our website, you shall not hold IDVLLP liable for any damages/losses caused therein. In case of any damages or losses caused to the customer/visitor due to such third-party providers, the customers/visitors shall be eligible to claim such losses/damages directly and solely from such third-party providers only.
4. **Google analytics:**
   1. Our website uses Google Analytics to help us learn about who visits our site and what pages are being looked at.
   2. Google Analytics may use cookies on our behalf and may receive information about your browsing and buying activity so that we may continue to refine the site, improve it and better serve you. Google Analytics may store member ID, city, state, zip code, and email addresses on our behalf. Google Analytics analyzes the information it collects on our behalf and returns it back to us through a secure web connection. Under no circumstances may Google Analytics use your information other than in connection with providing services to us to make our site more useful and efficient.
5. **CHANGES TO THIS PRIVACY POLICY**
   1. We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of such modifications/additions/deletions, if any.
6. **Optout Procedure**
   1. You may choose to opt out from receiving future emails, marketing and solicitation communications or any other information sent by us by following the steps below.
   2. You may choose to opt out, via sending an email to: feedback@royalefresh.com
   3. You may send a written remove request to Ivoricca Dreams And Venture LLP, addressed at No. 52, Bullahalli, Harohalli, Devanhalli, Bangalore Rural – 562135
   4. If you have any questions or queries regarding this privacy policy or if any of the information that you have provided to IDVLLP changes- for example, if you change your e-mail address, please contact us by sending an e-mail to feedback@royalefresh.com.
7. **Jurisdiction**
   1. You agree that this privacy policy shall be exclusively governed by the laws of India and shall be subject to the exclusive jurisdiction of the relevant courts at Bangalore.

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