



Fashion Holics Privacy Policy

At Fashion Holics, we value and respect your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website and make purchases. By using our website, you consent to the practices described in this policy.

This Privacy Policy is in accordance with the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 under the Information Technology Act, 2000 and other applicable laws of India.

1. Information We Collect

We collect the following types of information to provide and improve our services:

Personal Information: When you create an account, place an order, or contact us, we may collect personal details, including:

Name

Email address

Phone number

Shipping address

Billing information

Payment details (processed through secure payment gateways)

Non-Personal Information: We may also collect non-personally identifiable information, including:

Browsing activity (e.g., pages visited, time spent on site)

IP address

Device type and operating system

Browser type and version

Referring URL (the website you visited before ours)

2. How We Use Your Information

We use your information to provide the best possible shopping experience, including:

Order Fulfillment: To process and deliver your orders, including billing and shipping.

Customer Support: To respond to your inquiries, complaints, or issues related to your account or purchases.

Marketing: With your consent, we may send you promotional emails or newsletters about new products, sales, or offers. You can opt out at any time by unsubscribing from these communications.

Website Improvement: To improve the functionality of our website and enhance the customer experience based on your browsing behavior and preferences.

Security: To ensure the security of our site and protect against fraudulent activity.

3. Data Sharing and Disclosure

We are committed to protecting your personal information and will not sell, rent, or share it with third parties, except under the following circumstances:

Service Providers: We may share your data with trusted third-party service providers who assist us in fulfilling your order, processing payments, delivering products, and managing our marketing efforts (e.g., payment gateways, shipping companies, email marketing platforms).

Legal Compliance: If required by law or court order, we may disclose your information to comply with legal obligations, such as responding to court orders, subpoenas, or law enforcement requests in India.

Business Transfers: In the event of a merger, acquisition, or sale of assets, your personal information may be transferred as part of the transaction.

4. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your browsing experience. Cookies are small data files that are stored on your device and help us:

Improve Website Performance: Cookies help us understand how visitors interact with our site, so we can improve the design and functionality.

Personalize Content: We use cookies to remember your preferences and settings, making your next visit easier and more personalized.

Marketing and Analytics: Cookies allow us to track the effectiveness of our advertising campaigns and show you relevant promotions based on your interests.

You can manage cookie preferences or disable them through your browser settings. However, please note that disabling cookies may affect the functionality of certain parts of our website.

5. Data Security

We take your privacy seriously and implement appropriate security measures to protect your personal information from unauthorized access, alteration, or disclosure. These measures include encryption, secure payment gateways, and regular security audits.

However, no method of internet transmission or electronic storage is completely secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security.

6. Your Rights and Choices

Under Indian law, you have the following rights regarding your personal data:

Access: You can request a copy of the personal information we have collected about you.

Correction: You can request that we correct any inaccuracies in your personal information.

Deletion: You can request that we delete your personal information, subject to certain legal limitations. However, please note that we may need to retain certain information for legal or operational reasons.

Opt-Out: You can opt out of receiving marketing emails by clicking the "unsubscribe" link in any of our promotional emails. You may also contact us directly to request that we stop sending you marketing communications.

To exercise any of these rights, please contact us at fashionholics23@gmail.com.

7. Third-Party Links

Our website may contain links to third-party websites that are not operated or controlled by Fashion Holics. We are not responsible for the privacy practices of these third-party sites, and we encourage you to review their privacy policies before providing any personal information.

8. Children's Privacy

Our website is not intended for children under the age of 18, and we do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal information from a child, we will take steps to delete that information as soon as possible.

9. International Transfers

If you are accessing our website from outside India, please be aware that your personal information may be transferred to, stored, and processed in India or other jurisdictions with different data

protection laws. By using our website, you consent to the transfer of your data as described in this policy.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the updated policy on our website, and the “Last Updated” date at the top of the page will indicate when the policy was last revised. Any changes will be effective when posted.

11. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

Fashion Holics

Email: fashionholics23@gmail.com

Phone: +91 9076261066

Address: Ram nagar, Road no 28, Near sadhna juniour college, Wagle estate, Thane 400604

Thank you for trusting Fashion Holics with your personal information. We are committed to protecting your privacy and providing you with a secure shopping experience.

This updated policy reflects the laws applicable in India and outlines your commitment to protecting customer data. You should also include your physical address in the contact section, which is required under certain data protection regulations in India.