

# **Privacy Policy**

## ***Crystal Industries Limited***

### **1. Our Commitment to Privacy**

At Crystal Industries Limited, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you interact with our website or with our representatives offline. To ensure transparency, this notice is easily accessible on our homepage and at all points where personal data may be requested.

### **2. Acceptance of the Privacy Policy**

By using the Crystal Industries Limited website ([www.crystalindustries.co.ke](http://www.crystalindustries.co.ke)), you agree to the terms of this Privacy Policy, including any future updates. This policy also applies to personal information collected offline by our staff during official business activities.

### **3. Scope of the Privacy Policy**

This policy applies to all data collected through our website as well as through offline interactions with Crystal Industries Limited. It does not extend to third-party websites, services, or companies that are not owned or controlled by us.

### **4. Links to Third-Party Sites**

Our website may contain links to external websites operated by third parties. Please note that we are not responsible for the privacy practices of these external sites. We encourage you to read their privacy policies separately.

### **5. Information We Collect**

#### **a) Non-Personal Information**

Our website may automatically collect general technical data, such as your Internet Service Provider, browser type, and pages visited. However, it does not identify individual users. This data is used internally for analytics, website improvement, and marketing purposes. We may share aggregated (non-personal) statistics with partners or advertisers.

#### **b) Personal Information**

We may collect personal information (e.g., your name, email address, and optionally your phone number) when you:

- Submit an enquiry or request product information.
- Participate in surveys or feedback forms.

This information enables us to respond to your requests and support your relationship with Crystal Industries Limited. You may opt out of receiving communications at any time.

## **6. How We Use Your Personal Information**

We use the personal information you provide to:

- Respond to your enquiries and provide customer support.
- Communicate with you about our products, services, promotions, and updates.
- Send marketing material that may be of interest to you, including third-party offers.

We maintain strict confidentiality standards. Only authorized Crystal Industries Limited personnel, or third parties operating on our behalf under confidentiality agreements, will have access to your data. Your data may be enhanced using third-party sources for marketing purposes.

We may disclose your personal information if:

- Required by law (e.g., government investigations or legal proceedings).
- It is necessary due to a corporate merger, acquisition, or asset sale.

## **7. Your Rights: Opting Out and Unsubscribing**

If you prefer not to receive promotional communications from us, you may opt out at any time by emailing us at [admin@crystalindustries.co.ke](mailto:admin@crystalindustries.co.ke). We will respect your preferences and promptly update our records.

## **8. Data Security**

We take appropriate technical and organizational measures to protect your information from unauthorized access, alteration, or disclosure. These include the use of encryption, secure servers, and firewalls.

## **9. Changes to This Privacy Policy**

Crystal Industries Limited reserves the right to modify this Privacy Policy at any time. Updates will be posted on our website at [www.crystalindustries.co.ke](http://www.crystalindustries.co.ke), and we encourage you to review this page periodically.

## **10. Contact Us**

If you have any questions about this Privacy Policy, or wish to:

- Request access to your personal information,
- Correct or update your data, or

- Learn more about our privacy practices,

Please contact us at:

**Email:** [admin@crystalindustries.co.ke](mailto:admin@crystalindustries.co.ke)