**Privacy Policy – Ink n Dyes**

At **Ink n Dyes**, we value your trust and are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, share, and safeguard your personal information when you use our platform.

**1. Information We Collect**

When you use the Ink n Dyes platform (Website/App), we may collect the following types of information:

* **Personal Information:** Name, email address, mobile number, shipping address, billing details, GSTIN, business type, etc.
* **Transactional Information:** Payment methods, order history, refunds, and transaction status.
* **Technical Information:** IP address, browser type, device ID, and cookies.
* **Behavioral Information:** Product preferences, browsing activity, and feedback.

**2. How We Use Your Information**

We use your data to:

* Process and fulfill orders efficiently
* Provide real-time order tracking and shipping updates
* Offer personalized product recommendations
* Improve platform experience and performance
* Send relevant notifications, promotional content, and service updates
* Assist in marketing, research, and analytics to better serve you
* Comply with legal, regulatory, and contractual obligations

**3. How We Share Your Information**

We do **not sell or rent** your personal information to third parties. However, we may share it with:

* **Logistics partners** for delivery and returns
* **Payment gateways** for secure transactions
* **Customer support partners** to provide assistance
* **Marketing and analytics partners** to improve service quality
* Government or legal authorities when required by law

All third-party partners are obligated to handle your data securely and only for authorized purposes.

**4. Cookies and Tracking**

We use cookies and similar technologies to:

* Enable essential platform features
* Remember your preferences and login details
* Understand user behavior and improve site performance
* Offer personalized product suggestions and advertisements

You can modify cookie preferences through your browser settings.

**5. Data Security**

We implement industry-standard security protocols, including:

* SSL encryption for data transmission
* Secure payment gateways
* Restricted access to personal data
* Regular audits and vulnerability testing

Your information is stored in secure servers, and access is granted only on a need-to-know basis.

**6. Your Rights & Choices**

You have the right to:

* Access and review your personal information
* Update or correct inaccurate data
* Request deletion of your data (where applicable)
* Opt out of promotional communication at any time
* Withdraw consent to data processing (subject to terms)

You can manage these by visiting the **“Account Settings”** section or contacting our support.

**7. Retention of Information**

We retain your personal data only as long as it is necessary to:

* Fulfill the purpose it was collected for
* Comply with applicable laws and taxation/audit requirements
* Resolve disputes and enforce agreements

**8. Changes to this Policy**

Ink n Dyes may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated **"Last Updated"** date. We encourage users to review it periodically.

**9. Contact Us**

For any privacy-related concerns, questions, or requests, please contact our **Data Protection Officer (DPO)** at:

📧 **privacy@inkndyes.com**  
📞 **+91-XXXXXXXXXX**  
🏢 Ink n Dyes HQ, [Full Business Address]