

**Symbiosis International University's**  
**SYMBIOSIS INSTITUTE OF GEOINFORMATICS**

Data Driven Governance Report

**FOOLFORYOU.COM**

BY

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**FoolForYou.com**



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## **ABOUT US**

FoolForYou is a leading online florist in Pune that offers same-day flower delivery. Driven by our passion and love for all things floral-related, we make available one of the widest ranges of flower bouquets. Ensuring that our customers have multiple ways to get their hands on and send the freshest flowers. we also have a physical store located at Shop9, Times Square, SB Road,Pune,411062.

We deliver joy and happiness right at your door step by offering a variety of flower delivery choices, including same-day flower delivery throughout Pune during office hours.

## **Why Flowers?**

As someone once said, "Plants would just be green without flowers." The world would be a duller place.

Just remember last time when someone gave you flowers?

What type of flowers were they?

How did the flowers made you feel?

The loving act of receiving or gifting someone flowers symbolize deeper sense of one's intention. Simply selecting a bunch of flowers for someone, showcases one's pure emotion towards the other.

In essence, flowers are a lovely means of communicating one's feelings, and they have a significant impact on nurturing relationships and strengthening ties between individuals. Since feelings and emotions are fundamental to what it means to be a true human being, there is no better way to express your emotions than through enticing floral arrangements.

## Process for Ordering Customize Bouquets

1. Login/Register
2. Select flowers for the bouquet

### 1.Roses

- Red
- Blue
- Yellow
- White
- Pink

### 2.Carnations

- White
- Red
- Yellow
- Blue
- Pink
- Peach

### 3.Orchids

- Purple
- Blue

### 4.Lilies

- Orange
- Pink
- White

### 5.Gerberas

- White
- Red
- Yellow
- Blue
- Pink
- Peach

## 6. Gladiolus

- White
- Blue
- Peach
- Yellow
- Red

## 7. Sunflowers

### 3. Select bouquet type

- Hand bouquets
- Round bouquets
- Basket bouquets
- 99 stalks rose Bouquets

### 4. Select wrapping type

- a. Type of paper
- b. Color of ribbons
- c. Personalize name tags

### 5. Select delivery date and time.

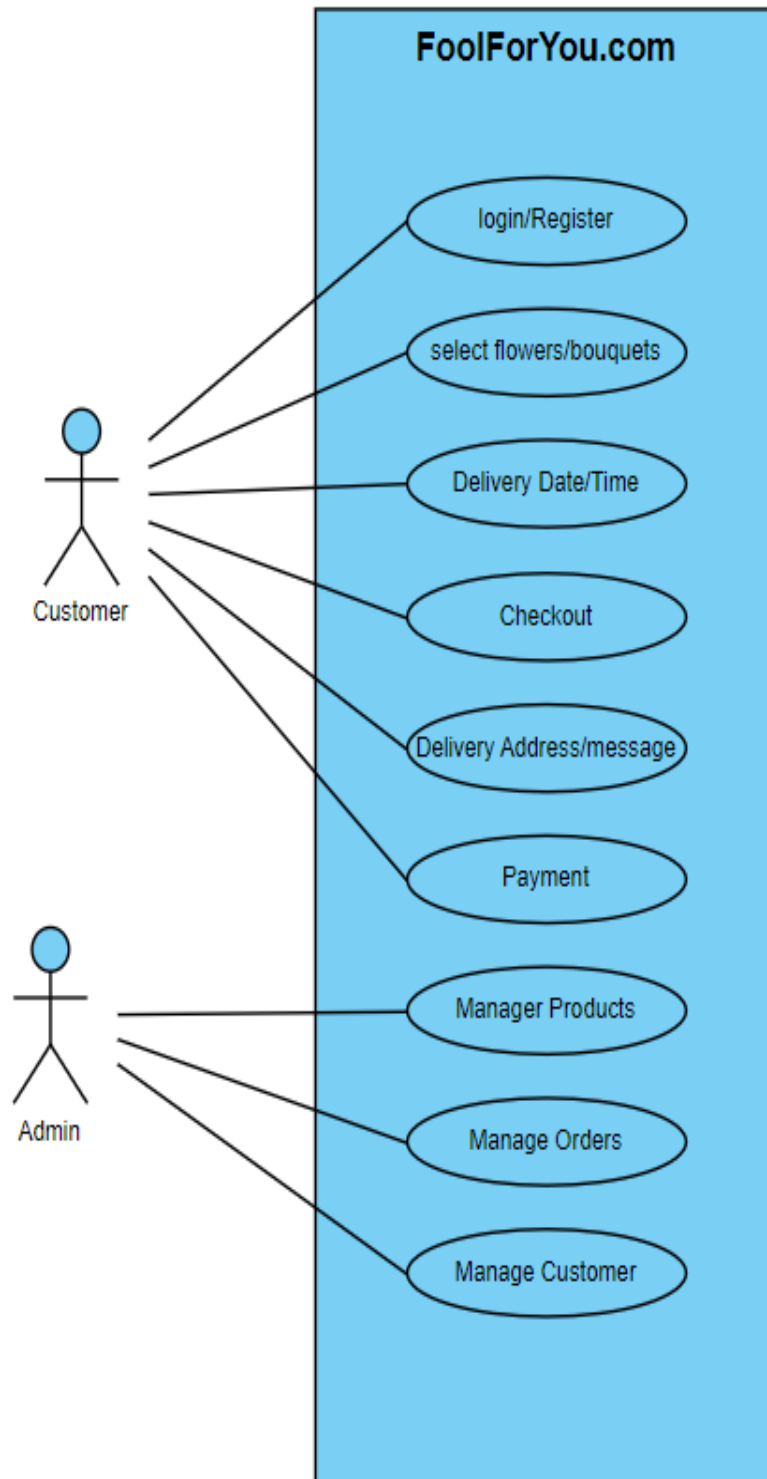
### 6. CHECKOUT/Summary

### 7. Enter address for delivery

### 8. Gift message(optional)

### 9. Payment

## USE CASE DIAGRAM



## Registering Process

Enter details

- First name
- Last name
- Email address
- Mobile

Password

Confirm password

Agree to Privacy Policy(check on the checkbox, if yes then click on register)

A confirmation will be sent to the provided e-mail address to verify the mail.



### **Sender's Information**

- Name
- Address
- Email
- Contact number
- Country

### **Receiver's information**

- Name
- Contact
- Address
- Pin code
- Country
- Company(optional)

Payment Process is handled by the third party.

The transaction status is being stored(failure/success)

## PHASE 1 : DATA COLLECTION

Consent :- Data is collected only after getting the user consent.

Obtaining user consent before collecting their data is a fundamental aspect of data privacy and compliance with regulations such as the Digital Personal Data Protection Act (PDPB) in India. We Only collect the data necessary for providing your services

We Use frontend technologies like HTML, CSS, and JavaScript for capturing data from customers.

While Collecting data we apply validation on the input boxes, to make sure to get the data in appropriate format. For example while collecting the phone number we make sure that the number is 10 digits (and is a Indian phone numbers, starting with +91) and the international numbers would not be accepted , the pin code must be of Indian region only.

All the necessary input field compulsory would compulsory have validation and cannot be left null or would accept inappropriate data. The name, address would be accepted as string format whereas the pincode and phonenumbers to be numerical.

After collecting data from the user from frontend, then through a secure pipeline the data is stored in backend in our On-prem servers. The backend team members need to have a access to perform pre-processing on the data.

The Pre-processing includes:-

- Handle Missing Values
- Remove Duplicates
- Outlier Detection and Treatment

Further Data transformation is performed by the AI team to build models to maximize our sales.

## DATA STORAGE

We use Postgres Sql as a platform to store and deal with the structured data. Postgres sql organize data into tables with rows and columns, making it easy to query and manage.

Since we also have lot of unstructured data(like images of flowers),

We use noSql platform called mongodb. Mongodb offer flexibility and scalability for managing diverse data types.

## Server Infrastructure

ON-PREMISE – We store your data on our ON-premise servers based in our company. This allows for more secure storage of data

Also we use AZURE cloud storage platform to store our data, So that even in case the On premise servers go down on service or any emergency happens, we have an alternative copy of data stored on the Cloud.

We Honor user requests promptly and securely delete their data from your systems upon request.

## **ACCESS CONTROL POLICIES**

1. We as an organization give Role based Access control to our management and technical team. For example, the sales lead manager access right are different from the admin. According to varied responsibilities the Access is provided to complete the specific task. This limits user's capabilities to only what is necessary for their job role.
2. We follow multi factor authentication , before granting access to accounts to users. Also the users need to regularly change their passwords to keep the account UpToDate .
3. Also there is a session time out limit. After a specific period the user will automatically get logged out to prevent unauthorized access to account
4. We blacklist the users with suspicious activities and block the IP addresses.
5. Protect sensitive information from unwanted access and malicious interception by encrypting it, including payment details, client credentials, and personally identifiable information , both while it's in Motion and when it's at rest.
6. Revoke the access privileges when the user leaves the organization or for any other reason.

# **DATA PRIVACY**

This Privacy Policy applies to individual customer's Personal Data (hereinafter defined) arising from services offered by FoolForYou.com.

## **1. What information do we collect?**

When you register on our website, we obtain information about you.

You might be prompted to submit your name, email address and phone number while placing a purchase or registering on our website, depending on the situation. However, you are free to browse our website anonymously.

## **2. What do we use your information for?**

>> To make your experience more unique

>> To handle transactions

>> your information—public or private—will not be sold, swapped, transferred, or given to any other business for any reason whatsoever, without your approval

>>To periodically send you emails and, if you're subscribed, whatsapp messages about the newest products and alluring discounts (the email address you enter when placing an order will only be used to send you updates and information about your order).

## **3. How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We offer the use of a secure server.

After a transaction, your private information (credit cards, financials, etc.) will not be stored on our servers.

## **4. Do we use cookies?**

Cookies enable us to recognise and handle the products in your shopping cart .You have the option to disable all cookies using your browser's settings, or you can have your computer alert you each time one is being sent.

## **5. Do we disclose any information to outside parties?**

Your personally identifiable information is never traded, sold, or transferred to unrecognised third parties by us.

This excludes dependable outside parties who help us run our website, manage our business, or provide you with services, provided that they also promise to protect the privacy of this information.

Additionally, we could disclose your information if we think it's necessary to abide by the law, uphold our site's rules, or safeguard the safety or property of others.

Non-personally identifiable visitor data, however, might be given to other organisations for advertising, marketing, or other purposes.

## **7. Digital Personal Data Protection Act(INDIA)**

By using this site, you agree to allow us to collect or use your information in an appropriate manner in accordance to the Digital Personal Data Protection Act

## **COMPLIANCE**

Since we are operational only the India. We deal with customer located in India. The data that has been collected, stored and managed is processes in India. We only deal with the Indian citizens data.

We adhere to the digital personal data protection Act 2023.

We includes,principles for the processing of personal data, including consent, purpose limitation, data minimization, accuracy, storage limitation, integrity, and confidentiality.

We are also responsible to inform our customers about the data breach if happens and implement all necessary steps to get the data safe.

THANK YOU