

10. Notification and Subscription Preferences (Account)

Overview

This guide explains how customers can manage their email, SMS, and app-based notifications. It also details subscription settings for promotional updates, newsletters, and product recommendations.

Customers have full control over the type, frequency, and channel of communication they receive from us.

10.1 Types of Notifications

Type	Purpose	Default Setting
Order Updates	Confirmation, dispatch, delivery, or cancellation alerts.	Enabled (mandatory)
Payment Alerts	Transaction confirmations, refund notifications, and failed payment messages.	Enabled (mandatory)
Promotional Offers	Discounts, sale alerts, and personalized deals.	Optional
Product Recommendations	AI-based suggestions tailored to browsing or purchase history.	Optional
App Push Notifications	Real-time delivery updates, price drops, and wishlist alerts.	Optional
Account Security Alerts	Login attempts, password changes, and privacy notices.	Enabled (mandatory)

Note: Mandatory notifications cannot be disabled, as they ensure essential order and account communication.

10.2 Managing Notification Preferences

Customers can change preferences anytime through:

- **Website:** *My Account* → *Notifications & Alerts*
- **Mobile App:** *Settings* → *Notifications* → *Manage Preferences*

Steps:

1. Toggle ON/OFF for each notification type.
2. Save changes to update preferences immediately.
3. Review linked channels (Email, SMS, App) and select which to use.

Changes take effect instantly across all devices linked to the account. Promotional preferences may take up to **48 hours** to synchronize.

10.3 Email and SMS Subscriptions

Email Preferences

- Click “*Manage Preferences*” or “*Unsubscribe*” link in any email footer.
- You can choose to pause promotional emails for 30, 60, or 90 days without unsubscribing permanently.
- Transactional emails (order confirmations, invoices) remain active even after unsubscribing.

SMS Preferences

- Reply **STOP** to any promotional SMS to opt out.
- Alternatively, manage SMS preferences from *Account* → *Notifications*.
- Regulatory restrictions may take up to 72 hours for changes to reflect due to telecom DND (Do-Not-Disturb) synchronization.

10.4 Push Notifications

For app users:

- Navigate to *App Settings* → *Notifications* → *Push Alerts*.
- Choose categories like “Offers,” “Order Tracking,” or “Price Drops.”
- Turning off push notifications does not affect SMS or email alerts.

If you uninstall the app, push notifications automatically stop. When reinstalled, your previous preferences are restored after login.

10.5 Newsletter and Content Subscriptions

Our newsletters feature:

- Weekly highlights on new arrivals, trending products, and seasonal collections.
- Tips on product care, style inspiration, and technology updates.

To manage newsletter subscriptions:

1. Go to *My Account* → *Subscriptions* → *Email Newsletters*.
2. Select content categories (e.g., Electronics, Home, Fashion).
3. Save your choices to receive curated updates.

Customers can unsubscribe at any time; confirmation will be sent by email.

10.6 Data Privacy and Usage

We value your privacy.

- Personalization algorithms use **purchase history and browsing behavior** only within our platform.
- No personal data is sold or shared with external advertisers.
- You can disable all personalized recommendations from *Privacy Dashboard* → *Personalization Settings*.

All communication data is encrypted and stored in compliance with **GDPR** and **India's Digital Personal Data Protection Act, 2023 (DPDP Act)**.

10.7 Troubleshooting Common Issues

Issue	Possible Cause	Solution
Not receiving order updates	Spam filters or unsubscribed email ID	Check spam/junk folder; whitelist "@company.com"
Duplicate promotional emails	Multiple linked accounts	Consolidate email preferences under one account
SMS alerts delayed	Carrier congestion or DND filters	Wait 24 hours; contact support if persistent
Push alerts missing	App notifications disabled	Re-enable from device settings

10.8 Contact for Subscription Support

For any issues related to notifications or subscription preferences:

- **Email:** preferences@company.com
- **Chat:** Help Center → *Notification Support*
- **Helpline:** 1800-000-000 (9 AM – 9 PM, all days)

Our support team can verify opt-in/opt-out logs and assist with regulatory unsubscription confirmation if needed.

10.9 Summary

Customers can tailor communication according to their needs while staying informed about essential account and order updates.

Transparent settings, real-time synchronization, and privacy safeguards ensure that you receive relevant information — and only what you choose to receive.