

Privacy Policy for Biofac Inputs Private Limited

1. Introduction

Welcome to **Biofac Inputs Private Limited** (hereinafter “we”, “us”, “our”, or the “Company”). We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, process, store, disclose, and protect your personal information when you visit our website, use our services, or purchase our products (including via e-commerce channels) (collectively, “Services”).

By using our Services or providing us with personal information, you consent to the practices described in this policy.

2. Definitions

- **Personal Information or Personal Data:** information that identifies or can be used to identify an individual, either directly or indirectly (for example: name, email address, phone number, postal address, billing/shipping address, payment information, etc.).
- **Usage Data:** information collected automatically when you use our Services (for example: IP address, browser type, device identifiers, pages visited, time and date of visits).
- **Services:** all online and offline services, including website transactions, account creation, customer support, marketing communications, etc.

3. Information We Collect

We may collect the following types of information:

a) Personal Data you provide

- Name, email address, phone number, billing/shipping address.
- Order history, product preferences, and account login credentials (if applicable).
- Payment information (handled via payment gateway; we may receive confirmation or a tokenised version).
- Any communications you send us (e.g., customer support queries, reviews, feedback).

b) Usage and Technical Data

- Device and browser information, IP address, operating system, referring website, pages visited on our site, date, and time of visit.
- Cookies, tracking technologies, and similar mechanisms (see Section 5) which help us understand and improve your experience.

c) Aggregated / Derived Data

- We may convert your personal and usage data into aggregated/anonymous formats for analytics, benchmarking, product development, and marketing insights. This data cannot directly identify you.

4. How We Use Your Information

We use your information for the following purposes:

- To provide and administer our Services (including processing orders, shipping, returns, and refunds).
- To manage your account (if applicable), verify your identity, and contact you regarding your account or orders.
- To respond to customer support requests, communicate about our products, services, updates, and promotional offers (you may opt out of marketing communications).
- To improve our website, products, services, and user experience by analysing usage and trends.
- To ensure the security of our systems, detect abuse/fraud, and enforce our Terms & Conditions.
- To comply with legal obligations, respond to lawful requests from regulators/law enforcement and protect our rights, your rights, and public interests.

5. Cookies and Tracking Technologies

We use cookies, web beacons, third-party analytics (for example, Google Analytics), and other tracking technologies to:

- Recognise you when you visit our website.
- Store your preferences and settings.
- Measure and improve the performance of our website and marketing campaigns.

You can manage or disable cookies via your browser settings (though this may affect your ability to use certain features).

6. Sharing and Disclosure of Your Information

We do not sell your personal information to third parties. However, we may share your data with:

- Service providers and vendors who support our operations (e.g., payment gateways, delivery/logistics partners, data hosting providers).
- Affiliates, subsidiaries, or business partners in connection with our Services or marketing (with appropriate confidentiality obligations).
- Regulatory or law enforcement authorities when required by law or to protect rights, safety, or property.
- In the event of a merger, acquisition, reorganisation, or sale of assets of the Company (your data may be transferred as part of the transaction, subject to appropriate confidentiality and protection).

7. Data Security and Retention

We implement appropriate technical and organisational measures to safeguard your personal data, such as secure servers, encryption, firewalls, and access controls. However, no internet or electronic transmission is completely secure; we cannot guarantee absolute security.

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy (including legal, accounting, or reporting requirements). After which, we will securely delete or anonymise the data.

8. Your Rights

Subject to applicable law, you may have the right to:

- Access the personal data we hold about you.
- Rectify or update inaccurate or incomplete data.
- Request deletion or restriction of processing of your personal data.
- Object to processing for direct marketing or profiling.
- Receive your data in a structured, commonly used machine-readable format (data portability).

If you wish to exercise any of these rights, please contact us using the details below. We may ask you to verify your identity before responding to such requests.

9. Children's Privacy

Our Services are not directed at children under the age of 18. We do not knowingly collect personal data from children under 18. If you believe we have collected data from a child, please contact us and we will take steps to delete such information.

10. International Data Transfers

As we operate in India and may share your data with third-party service providers or affiliates located outside India, your personal data may be transferred to, stored and processed in countries other than your home country. We will ensure appropriate safeguards are in place.

11. Amendments to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements or business operations. The revised policy will be posted on our website and is effective immediately upon posting (unless otherwise stated). We encourage you to check this page periodically.

12. Contact Us

If you have any questions about this Privacy Policy or our data practices, please get in touch with us:

- **Email:** info@biofactor.in
- **Phone:** +91 9298011119, +91 9133737737
- **Address:** 4 & 5 Floors, Sai Medha Infra, Arca Satya Residency, Kousalya Colony, Bachupally, Hyderabad, Telangana 500118.