

## "PRIVACY POLICY"

Effective Date: 27-07-2024.

Heritage Arts Kerala ("we" or "us") is committed to protecting the privacy and security of our customers' personal information. This Privacy Policy explains how we collect, use, and share personal information when you visit or make a purchase from our website (the "Site").

### INFORMATION COLLECTION

We automatically collect certain information about your device and browsing behaviour when you visit the Site, including:

- Device Information: browser type, IP address, time zone, and cookies
- Log files: actions occurring on the Site, including IP address, browser type, and date/time stamps
- Web beacons, tags, and pixels: tracking information about how you browse the Site

Additionally, when you make a purchase or attempt to make a purchase through the Site, we collect:

- Order Information: name, billing address, shipping address, payment information, email address, and phone number

### USE OF PERSONAL INFORMATION

We use the Order Information to:

- Fulfil orders and process payments
- Communicate with you

- Screen for potential risk or fraud
- Provide targeted advertising or marketing communications

We use the Device Information to:

- Improve and optimize the Site
- Assess marketing and advertising campaigns
- Screen for potential risk and fraud

## SHARING PERSONAL INFORMATION

We share your Personal Information with third-party service providers to help us use your Personal Information as described above. These providers include:

- Shopify
- Google Analytics

You can opt-out of targeted advertising by visiting the links below:

- Facebook
- Google
- Bing
- Digital Advertising Alliance

## DATA RETENTION

We maintain your Order Information for our records unless and until you ask us to delete this information.

## CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Please check this page for changes.

## CONTACT US

If you have questions or concerns about our privacy practices, please contact us at [insert contact email]."