

## **PRIVACY POLICY**

We provide the service of facilitating the Users to access, browse, select, and purchase lens, frames, contact lens, and lens solution.

We, Kapleshwar Trading Private Limited the creator of this Privacy Policy assure commitment to your privacy vis-à-vis the protection of your personal information. In order to endow you with our uninterrupted use of services, we may collect and, in some circumstances, disclose information about you. To enhance better protection of your privacy we provide this notice explaining our information practices and the choices you can make about the way your information is collected and used.

This privacy policy sets out how KPTL, and Kapleshwar.com uses and protects any information that the user gives when you use this website.

If you have any questions or concerns regarding this privacy policy, you should contact our Customer Support Desk at [support@kapleshwar.com](mailto:support@kapleshwar.com)

### **INFORMATION COLLECTED**

We may collect the following information:

The personal information of the User.

“Personal Information” which means personally identifiable information like Your name, Your address, Your age, Your date of birth, Your email address and Your Phone Number, Your prescription details if an order is placed for lenses.

“Sensitive Personal Information” which relates to your financial information including your passwords, credit card or debit card numbers.

### **USE OF INFORMATION GATHERED**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- To create and maintain a database of such information which will help future users to meet their requirements
- Internal record keeping.

- We may use the information to improve our products and services.
- We may periodically send promotional email about special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.
- We may use the information to customize the website according to your interests.
- We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our service

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

#### **NOTIFICATION OF MODIFICATIONS AND CHANGES TO THE T&C AND PRIVACY POLICY**

We reserve the right to change the Terms and Privacy Policy from time to time as seen fit, without any intimation to you, and your continued use of the site will signify your acceptance of any amendment to these terms.

You are therefore advised to re-read the Terms of Service on a regular basis. Should it be that you do not accept any of the modifications or amendments to the Terms, you may terminate your use of this website immediately.

#### **SECURITY**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

#### **COOKIES**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

#### **LINKS TO OTHER WEBSITES**

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

#### **CONTROLLING YOUR PERSONAL INFORMATION**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [email address]

#### **INFORMATION SHARED**

We will not sell, distribute or lease your personal information to third parties unless :-

1. We have your permission or consent
2. Are required by law to do so in order to meet any applicable law, regulation, legal process or enforceable governmental request.
3. Enforce applicable Terms of Service, including investigation of potential violations.
4. Detect, prevent, or otherwise address fraud, security or technical issues.

We may share aggregated, non-personally identifiable information publicly and with our partners - like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

#### **UPDATING THE INFORMATION**

Where we can provide information access and correction, we will do so for free, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

#### **AMENDMENT**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. Hence we will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice.

#### **DISCLAIMER**

We cannot ensure that all of your private communications and other personal information (including sensitive information like credit card information and bank account number) will never be disclosed in ways not otherwise described in this Privacy Policy. Therefore, although we are committed to protecting your privacy, we do not promise, and you should not expect,

that your personal information will always remain private. As a user of the Site, you understand and agree that you assume all responsibility and risk for your use of the Site, the internet generally, and the documents you post or access and for your conduct on and off the Site.