

## PRIVACY POLICY

KGPG VENTURES LLP is hereinafter referred to as “KGPG” or “us”.  
www.kgpgshop.com Website is referred to as “the said website”.  
User / Customer is hereinafter referred to as “User” or “Customer” or “you”.

### **A. Background :**

1. At KGPG, we respect every individual's right to privacy.
2. Our relationship with the User is our most valuable asset and is the very basis of our name and reputation. It is therefore important for the User to learn about information gathering and dissemination practices adopted by KGPG.

### **B. Informed Consent by User / Customer :**

1. By accepting this policy, the User agrees to be bound by the terms and conditions of this Privacy Policy.
2. The User is fully aware that by the use of the Website, the User expressly consents to KGPG’s collection, use and disclosure of the User’s personal information in accordance with this Privacy Policy.
3. This Privacy Policy is incorporated into and subject to the Terms of Use of the website for the User.

### **C. Collection of Personal Information**

1. The User is fully aware that when the User uses the KGPG Website, KGPG may collect and store such personal information, as provided by the User from time to time that may be necessary for ensuring efficient features and services to the User.
2. In general, the User can visit the website without revealing the User’s identity and/or any information about the User. However, in the event that the User chooses to use the services and/or purchase the Products / items provided by the said Website, the User shall need to provide information such as name, address, email address and/or any personal identifiable and/or information that may be required to facilitate the transaction of purchase and sale of products / items.
3. The User is fully aware that upon providing such information to KGPG through the said Website, the User shall no longer be anonymous and such information provided shall be safeguarded against unauthorized disclosures as also be used to correspond with you and/or update you on products and/or in any other manner set out under this Privacy Policy.
4. Further, at the time of the User browsing the said website, KGPG may track the Users domain, Internet Protocol (IP) address as also collect computer and connection information such as browser type, version, location, time-zone setting, browser plug-in types and versions, operating systems and Uniform Resource Locator (URL). This anonymous information is used and analyzed at an aggregate level to track visitor activity on the website as also to understand trends and patterns, to enable KGPG in providing better customer service.

5. KGPG may also use browser data such as Cookies, or similar data on certain parts of the Web site for fraud prevention and other purposes.
6. KGPG may also collect technical information to help identify the User's device for fraud prevention and diagnostic purposes.

**D. Sharing of Personal Identifiable Information**

1. KGPG does not rent, sell or share the personal information of the User, except as hereunder mentioned to facilitate the transaction, with other people or non-affiliated companies in India, or located in any other country that ensures the "same level of data protection" that is adhered to by it.
2. KGPG shall share the personal information of the User to facilitate the transaction and in cases such as such as :
  - (a) to provide products or services the User has requested;
  - (b) under the following circumstances:
    - KGPG may provide the information to trusted entities and/or associates and/or sister concerns and/or service providers and/or delivery personnel who work on behalf of or with KGPG or are providing Services to KGPG. These entities may use the User's personal information to help KGPG communicate with the User about such information that shall be beneficial to the User. However, these companies do not have any independent right to further share or disseminate this information;
    - KGPG believes it is necessary to share the information in order to investigate, prevent or take action against any illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required by law.
    - KGPG will share the information in the process of responding to summon, court orders, legal process or to establish or exercise our legal rights or defend against legal claims;
    - KGPG will transfer information about the User if KGPG is acquired by or transfers its business to any entity whatsoever.

**E. Accuracy / Correctness of Data provided :**

1. You accept that it is your duty and responsibility to provide to KGPG data which is correct and complete in all aspects. Any data or information provided by you to KGPG shall be true and correct in all aspects.
2. KGPG shall make a sincere effort to respond in a timely manner to the Users requests to correct inaccuracies in the Users personal information.

**F. Children's Privacy**

1. Our website, though intended for products / items used for children, is not meant to be used by children.
2. No one who has not reached the age of 18 years may use the websites unless supervised by an adult.
3. All information provided herein shall pertain to persons above the age of 18 years.

**G. Mailers**

The User is fully aware that KGPG may send direct mailers to the User upon the User accepting to receive such mailer by checking the box requesting the User for such permission.

**H. Use Of Your Information And Data For Transactional Emails And Messages And Promotional Emails And Messages:**

1. You are aware that your personal data may be used for transactional updates and messages and you have accepted the same and given your consent to the same.
2. You hereby give your unconditional and informed consent so that your personal data may be processed, stored, collected, used by us for promotion of our products / services and/or for promotion of the products / services of our affiliates and/or disclosed and/or transferred to the third parties for the purposes of promotion, direct marketing of their products and services. You agree to receive promotional calls, emails and messages (in any manner whatsoever) in that behalf on the email address and mobile number as provided by you in our records.
3. If you do not want to receive the promotional calls, emails and messages (in any manner whatsoever) kindly send us an email in that behalf or click the box on the website which specifies the option to opt out of the promotional calls, emails and messages or follow such other procedure as may be mentioned on the website in that behalf.

**I. Anti-Spam policy**

KGPG recognizes the receipt, transmission or distribution of spam emails (i.e. unsolicited bulk emails) as a major concern and have taken reasonable measures to minimize the transmission and effect of spam emails in the KGPG computing environment. All emails received by KGPG are subject to spam check. Any email identified as spam will be rejected with sufficient information to the sender for taking necessary action. With this measure, along with other technical spam reduction measures, KGPG hopes to minimize the effect of spam emails. KGPG reserves the right to reject and/or report any suspicious spam emails, to the authorities concerned, for necessary action.

**J. Links to Non-KGPG Websites**

1. KGPG may on the website and/or otherwise provide links to third-party websites for the Users convenience and information.
2. If the User accesses those links through the User's website, the User will leave the KGPG website. KGPG does not control those sites or their privacy practices, which may differ from KGPG's practices.
3. KGPG does not endorse or make any representations about such third-party websites. The personal data the User chooses to provide to or that is collected by these third parties, including any social media websites featured on the KGPG website is not covered by the KGPG Privacy Policy.

4. KGPG encourages the User to review the privacy policy of any such website before submitting personal information.
5. KGPG may also provide social media features on the KGPG website that enables KGPG to share KGPG's information with the Users social networks and to interact with KGPG on various social media sites.
6. The use of these features by the User may result in the collection or sharing of information about the User, depending on the feature. KGPG takes no responsibility of such sharing and encourages the User to review the privacy policies and settings on such social media sites with which the User interacts to make sure the User understands the information that could be shared by those sites.

**K.Reasonable Security Practices & Procedures:**

1. **Storage of Data:** KGPG may employ other companies and/or individuals to provide services with respect to the hosting / operations of the Website/Webpage. User data is stored either in the KGPG databases or in the databases of such Service Providers.
2. **Security Software:** KGPG works to protect the security of the User's information during transmission by using third party software. KGPG aims at always keeping the User's data as safe and secure as possible. In this perspective KGPG takes appropriate security, technological and organisational measures to prevent as much as possible any alteration, loss or unauthorized access to the User's data.

**L.Grievance Redressal:** Any grievance or complaint, in relation to processing of information, should be addressed in writing to our designated Grievance Officer, who shall redress the grievances as expeditiously as possible.

The details of the said Grievance Officer are as follows:

**Name:** Dharendra N. Patel

**Designation:** Designated Partner

**E-mail:** pateldhirendra4u@gmail.com

**M. Effective Date and Applicability:**

1. This Privacy Policy on Personal Information ('Policy') is effective from 15<sup>th</sup> December 2019 and it supersedes all existing policies on the subject matter.
2. This Policy applies to all Personal Data collected electronically by us. Please note that this Policy may change from time to time.
3. We will post such Policy changes on this page and also keep prior versions of this Policy in an archive for your reference.