

Farata Technologies Privacy Policy

Effective Date: 21st June, 2024

1. Introduction

Farata Technologies ("we," "us," or "our") values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://www.farata.tech/>, purchase our products, or use our services. Please read this policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

2. Information We Collect

We may collect and process the following types of information:

- **Personal Identification Information:** Name, email address, phone number, shipping address, billing address, and other contact details.
- **Payment Information:** Credit card details, billing information, and other financial data necessary to process your transactions.
- **Account Information:** Username, password, and other credentials for accessing our services.
- **Technical Information:** IP address, browser type, operating system, referring URLs, and other information collected via cookies and similar technologies.
- **Usage Information:** Details about how you use our website, products, and services, including your browsing and purchasing history.
- **Communication Information:** Any information you provide when you contact us for support or customer service.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** Processing orders, delivering products, and providing customer support.
- **To Improve Our Website and Services:** Analyzing usage data to enhance user experience and optimize our website's performance.
- **To Communicate with You:** Sending order confirmations, updates, marketing communications, and other information related to our products and services.
- **To Process Payments:** Handling transactions securely and ensuring proper billing.
- **To Comply with Legal Obligations:** Meeting legal, regulatory, and compliance requirements.

4. How We Share Your Information

We may share your information with the following third parties:

- **Service Providers:** Companies that perform services on our behalf, such as payment processing, shipping, and marketing.

- **Business Partners:** Trusted partners for promotions, joint ventures, or other collaborative efforts.
- **Legal Authorities:** When required by law, regulation, or legal process, or to protect the rights, property, or safety of Farata Technologies, our customers, or others.
- **Successors:** In the event of a merger, acquisition, or sale of all or part of our assets, your information may be transferred to the new owner.

5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to collect and use personal information about you. This helps us understand your preferences and improve your experience on our website. You can control the use of cookies through your browser settings, but disabling cookies may affect your ability to use certain features of our website.

6. Data Security

We implement a variety of security measures to protect your personal information. These include physical, technical, and administrative safeguards to prevent unauthorized access, use, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

7. Data Retention

We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, comply with our legal obligations, resolve disputes, and enforce our agreements.

8. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal information:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request correction of inaccurate or incomplete personal information.
- **Deletion:** Request deletion of your personal information, subject to certain legal obligations.
- **Opt-Out:** Opt-out of receiving marketing communications from us.
- **Data Portability:** Request a copy of your personal information in a structured, commonly used, and machine-readable format.

To exercise these rights, please contact us using the information provided below.

9. Children's Privacy

Our website and services are not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently received personal information from a child under 13, we will delete such information from our records.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post any changes on this page and update the effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

11. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

- **Email:** support@farata.tech
- **Phone:** 0124-4606281
- **Address:** #316, 3rd Floor, Arcadia, S City Rd, South City II, Sector 49, Gurugram, Haryana 122018, India

By using Farata Technologies' website and services, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.