

## Privacy Policy

**Effective Date:** 14<sup>th</sup> November 2024

At **Nashtaydaan**, we value and respect your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal data when you visit our website, [www.nashtaydaan.co.uk](http://www.nashtaydaan.co.uk), and interact with our services. By using our website and services, you consent to the practices described in this Privacy Policy.

### 1. Information We Collect

We collect personal information that you provide to us directly, as well as information collected automatically during your visit to our website.

#### ➤ Personal Information

When you place an order, sign up for our newsletter, or contact us, we may collect the following personal data:

- Name
- Email address
- Phone number
- Delivery address
- Payment information (processed securely through payment gateways)
- Any additional information you provide through forms or feedback

#### ➤ Automatic Data Collection

When you visit our website, we automatically collect certain data, including:

- IP address
- Browser type and version
- Device type
- Referring website (how you arrived at our website)
- Pages visited on our website
- Duration of visits and interactions with our website

We use cookies and similar technologies to collect this information. You can adjust your browser settings to block cookies, but this may affect your ability to use certain features on our site.

## 2. How We Use Your Information

We use the personal information we collect for the following purposes:

- **To process and fulfil your orders:** To deliver products, process payments, and communicate about your order status.
- **Customer support:** To respond to your inquiries and assist with any issues related to your orders.
- **Marketing and communications:** To send promotional emails, newsletters, and special offers (you can opt-out at any time).
- **Website improvements:** To analyze website traffic and user behavior, and to improve the functionality and user experience of our site.
- **Legal obligations:** To comply with legal requirements and resolve disputes.

## 3. How We Share Your Information

We may share your personal data with trusted third parties in the following circumstances:

- **Payment processors:** To process payments securely, we share your payment information with third-party payment processors. You may view their private policy on [Privacy Policy](#).
- **Delivery partners:** We share your delivery information with logistics and courier companies to fulfill your order.
- **Service providers:** We may share data with third-party service providers who assist us with website hosting, analytics, customer support, and marketing.
- **Legal compliance:** We may disclose your personal data to comply with legal obligations or to protect our rights, property, and safety.

We do not sell or rent your personal data to third parties for marketing purposes.

## 4. How We Protect Your Information

We take reasonable steps to protect the personal information we collect from unauthorized access, use, or disclosure. We use secure encryption protocols (such as SSL) to protect sensitive information transmitted through our website. However, please note that no method of online transmission or storage is entirely secure, and we cannot guarantee absolute security.

## 5. Your Rights

Under UK data protection laws, you have the following rights regarding your personal information:

- **Access:** You can request a copy of the personal data we hold about you.
- **Correction:** You can request corrections to any inaccurate or incomplete personal information.
- **Deletion:** You can request the deletion of your personal data, subject to certain conditions.
- **Opt-out of marketing:** You can opt out of receiving marketing communications from us at any time by clicking the "unsubscribe" link in our emails or by contacting us directly.
- **Data Portability:** You can request a transfer of your data to another service provider.

To exercise any of these rights, please contact us at [info@nashtaydaan.co.uk](mailto:info@nashtaydaan.co.uk)

## 6. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your browsing experience. Cookies are small data files stored on your device that help us remember your preferences and analyze site usage. You can control cookie settings through your browser, but disabling cookies may limit your ability to use some features of our website.

## 7. Third-Party Links

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

## 8. Children's Privacy

Our website is not intended for children under the age of 16. We do not knowingly collect personal data from children. If you believe we have collected such data, please contact us, and we will take steps to delete it.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal obligations, or for other operational, legal, or regulatory reasons. We will notify you of any material changes by posting the updated policy on our website and updating the "Effective Date" at the top of this page.

## 10. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us at:

### **Nashtaydaan**

Email: [info@nashtaydaan.co.uk](mailto:info@nashtaydaan.co.uk)

Phone: +44 7389177642