

Privacy Policy

- We, [Company Name] and any of its affiliates or subsidiaries ("we," "us," "our") are the owners of the website located at [website URL] ("Website"). This Website serves to showcase our products, e-commerce store, services, collaborations with farmers, and other offerings ("Offerings").
- We are committed to protecting your privacy and ensuring the security of personal data collected on our Website. This Privacy Policy ("Policy") explains how we collect, use, and protect personal information shared by users on this Website.
- PLEASE REVIEW THIS POLICY CAREFULLY. BY CLICKING "I AGREE" OR CONTINUING TO USE THE WEBSITE AND PROVIDING PERSONAL INFORMATION, YOU CONSENT TO OUR USE OF YOUR DATA IN LINE WITH THIS POLICY. IF YOU DO NOT AGREE, YOU MAY WITHDRAW CONSENT OR OPT TO AVOID PROVIDING PERSONAL DATA. TO WITHDRAW CONSENT, CONTACT US VIA THE EMAIL PROVIDED BELOW.
- IF YOU ACCESS THE WEBSITE FOR A THIRD PARTY, YOU REPRESENT THAT YOU ARE AUTHORIZED TO BIND THEM TO THE TERMS OF THIS POLICY. YOUR USE OF THE WEBSITE SHALL THEN REPRESENT USE BY THAT THIRD PARTY. IF YOU DO NOT HAVE THIS AUTHORITY OR DO NOT AGREE TO THIS POLICY, DO NOT USE THE WEBSITE.

What Data Do We Collect?

- Personal information you may provide includes your first and last name, email address, phone number, address, location data, company name, and other applicable details ("Personal Information"). We collect this information through pages like "Connect with Us," "Farm Visits," and "Shop Retail/Franchisee Forms," or during your interactions with us.
- We also collect Personal Information to support transactions on our e-commerce store through the Website.

Payment Information-

- For online payments, we may collect identifying information such as your name and email to complete requests. Full payment details, including credit or debit card data, are processed directly by third-party payment services and are not accessed, stored, or collected by us.

Website and Social Media Interactions-

- We may collect, store, and use your Personal Information when you (1) interact with our social media accounts on platforms such as Facebook, Twitter, and LinkedIn, (2) share our blogs, and (3) provide comments, testimonials, or feedback on these platforms.

Accuracy of Information-

- Please ensure all Personal Information shared with us is accurate and current. If you provide Personal Information on behalf of another person, confirm that you are authorized to do so.

Cookies and Tracking Technologies –

- We may automatically collect certain data through cookies to enhance our Website and Offerings, including your usage patterns, page response times, content viewed, interaction information, IP address, and access times. Cookies are small encrypted files transferred to your device through the Website.
- Tracking technologies, including analytics tools and cookies, help us improve our Website and user experience.

Google Analytics-

- Our platform utilizes Google Analytics, a web analytics service from Google, Inc. ("Google"). This service uses cookies to help analyze your usage of the Platform. Information collected is typically transmitted to a Google server in the US and stored there. By activating IP anonymization, Google will truncate IP addresses within EU or EEA member states. In rare cases, a full IP address may be sent to a US Google server for truncation there. You can opt out of Google Analytics by adjusting your browser settings or installing the "Google Analytics Opt-out Browser Add-on."

Types of Cookies Used-

We employ various types of cookies:

1. Strictly necessary cookies
2. Analytical/performance cookies
3. Targeting cookies

Cookie Purposes-

These cookies serve multiple functions:

1. Enhance user experience on the Platform
2. Analyze usage by geographical location
3. Understand usage by demographics
4. Track user engagement and activity
5. Data Collected by Cookies: This includes:
6. Clicks and scrolling behavior on the Platform
7. Visitor operating system, browser details, CPU, and GPU information
8. Service provider details

Use of the Platform with Cookies Disabled-

- Disabling cookies does not restrict access to the Website.

What Do We Do with Your Data?

We use Personal Information for the following purposes:

1. To communicate with you about our Offerings and respond to your inquiries
2. To complete registration and account creation on our e-commerce store
3. To process and fulfill orders, including billing and order delivery
4. To enhance our Offerings and maintain our Website
5. To manage our relationship with you
6. To send promotional communications or emails
7. To handle customer care needs, inquiries, complaints, or disputes
8. For marketing, decision-making, and internal record-keeping

9. To comply with legal obligations

Who Do We Disclose Your Data To?

- We do not sell, rent, share, lease, or provide Personal Information to third parties without your prior consent. However, we may disclose your information under these circumstances-

Affiliates-

- We may share your Personal Information with affiliates to assist them in improving Offerings, responding to inquiries, and providing feedback.

Service Providers-

- We may share data with third-party service providers who assist in operating the Website or delivering Offerings. These providers are bound by confidentiality agreements consistent with this Policy.

Merger or Acquisition-

- In the event of a merger, acquisition, or business transfer, we may transfer Personal Information. The successor entity will continue to use your data under this Policy.

Legal and Regulatory Authorities-

- We may disclose data to comply with legal obligations, court orders, or government requests.

Data Retention –

- We aim to collect only the data necessary for the purposes outlined here and retain it only as long as needed. Retention duration and criteria are based on the nature of the data and its intended purpose. We will strive to delete Personal Information upon written request, though some latency may result in residual copies on servers or backups. For further details on data storage and deletion, contact us at [contact email].

Security Measures –

- We store Personal Information on third-party cloud servers. While we provide firewalls and protections, absolute security cannot be guaranteed. Unauthorized hacking, virus attacks, or technical failures may still occur despite security measures. To avoid phishing scams, be cautious of emails that appear to be from us requesting personal data.

Your Rights –

- You have the right to access, correct, delete, restrict, or object to our use of your data. You may also withdraw consent at any time. Depending on the request type, we may ask for verification details or charge a nominal fee. Requests will be processed within a reasonable timeframe. To exercise any of these rights, please contact us at [contact email].

Children's Privacy –

- We do not knowingly collect data from children under 16 without verifiable consent from a legal representative. If you are under 16, do not provide Personal Information. If a legal guardian discovers that a child has submitted data, they should contact us at [contact email] to have it removed.

Choice and Opt-Out –

- We may send notifications regarding your use of our Website and Offerings, including updates, promotional information, or newsletters. You may unsubscribe from promotional emails at any time by following the instructions within the email or by emailing [contact email] with your opt-out request.

Electronic Communication –

- When you visit our Website or send us emails, you are communicating with us electronically. We retain this information to respond periodically. Information collected during registration or form completion may include your name, email, or phone number. By sharing your contact details, you consent to receive communication via Email, SMS, Call, WhatsApp, or other mediums, even with DND activation on your number. All communications satisfy legal writing requirements.

Information for EU and UK Individuals –

- This Policy aligns with EU GDPR, UK GDPR, and applicable UK Privacy Laws. For EU/UK residents, we act as Controllers of Personal Information gathered through Website access.

Legal Basis (for EU/UK residents)-

- We process Personal Information only on legal grounds of consent, contract, or legitimate interest, provided that these interests do not infringe upon your privacy rights.

Cross-Border Data Transfer (EU Residents)-

- EU/UK data may be processed outside of these regions in compliance with GDPR. Contact us for further information at [contact email].

Your Rights (for EU/UK residents)-

- You may request to access, rectify, delete, restrict, or object to our processing of your data, withdraw consent, or lodge complaints with your data protection authority. UK residents may also contact the ICO. We will assist with concerns before involving the ICO where possible.

Links to Other Websites –

- Our Website may link to external sites. We have no control over such sites and cannot ensure their privacy practices. Exercise caution and review the privacy policy of any website you visit.

Limitation of Liability –

- To the extent allowed by law, we are not liable for any direct, indirect, incidental, special, consequential, or exemplary damages, including lost profits, goodwill, data, or other losses arising from this Policy.

Governing Laws and Disputes –

This Policy is governed by the laws of [jurisdiction]. The courts in [city, country] hold exclusive jurisdiction over disputes.

Changes to This Policy –

We may update this Policy periodically. Please review it regularly to stay informed about any changes.

Contact Us –

If you wish to withdraw consent, have questions, or need support regarding this Policy, contact our grievance officer at [contact email].