

Privacy Policy

MadeIndia, LLC (“MadeIndia”) respects your privacy and wants you to understand our privacy policy. This Privacy Policy page communicates how, when, and why we gather information about our customers and what we do with it.

MadeIndia reserves the right to make changes to this Privacy Policy at any time. By accessing www.madeindia.app (“Website”), you confirm that you have read and understand this policy including how and why we use your information. If you do not want us to collect or use your personal information, you should not use the Website or order goods or services from MadeIndia.

Once you leave our Website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our Website’s Terms and Conditions. We are not responsible for the content or privacy policies of third parties.

Our Website is not intended for children under 16 years of age. No one under age 16 may provide any personal information on the Website. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information.

Website Security

We have taken many precautions to protect confidential information while you shop using the MadeIndia Website. We use the industry-standard SSL protocol (Secure Sockets Layer) to secure credit card transactions. The SSL system encrypts information that you submit to us via our website when you place an order as a safeguard against third party interception of your information.

Gathering and Use of Your Personally Identifiable Information

We collect information when you register online or update your account, log-in, place an order, communicate online with our customer service representatives, sign up for email newsletters, browse or shop online, request a catalog, or participate in a sweepstakes, contest, promotion or survey. We will only retain your information for as long as is necessary for the purposes set out in this policy (including to provide, advertise, or market services to you), as may be required by law (including for tax and accounting purposes), or as otherwise communicated to you.

Collection for a Business Purpose

During the past twelve months, we have collected the following types of information:

- *Identifiers*, such as real names, aliases, postal addresses, unique personal identifiers, online identifiers, Internet Protocol (IP) addresses, email addresses, or other similar identifiers;
 - *Business use*: To enable the use of our website, fulfill your orders, market our products, inform you of special offers and promotions, communicate directly with you, and understand how customers interact with our website and offerings.
 - *Categories of sources from which information is collected*: Consumer Directly, Web Service Provider, Marketing Service Provider, Email Service Provider
- *Categories of personal information* (Section 1798.80(e) of the Cal. Civil Code), such as telephone numbers, credit card numbers, debit card numbers, and other financial information;
 - *Business use*: To fulfill your orders, communicate directly with you, and prevent fraud.
 - *Categories of sources from which information is collected*: Consumer Directly
- *Internet or other electronic network activity information*, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Web site, application, or advertisement;
 - *Business use*: To enable the use of our website, monitor and troubleshoot website performance, provide you with relevant information and content, market our products, inform you of special offers and promotions, improve our offerings, detect fraud, and assist with your requests.
 - *Categories of sources from which information is collected*: Web Service Provider, Marketing Service Provider
- *Commercial information*, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies;
 - *Business use*: To enable the use of our website, fulfill your orders, market our products, inform you of special offers and promotions, communicate directly with you, and understand how customers interact with our website and offerings.
 - *Categories of sources from which information is collected*: Consumer Directly, Web Service Provider
- *Geolocation data*; and
 - *Business use*: To enable the use of our website and to personalize your experience; and for fraud detection.
 - *Categories of sources from which information is collected*: Consumer Directly, Web Service Provider
- *Inferences*, system-generated predictions about your interests and preferences
 - *Business use*: To personalize your experience and improve our offerings.
 - *Categories of sources from which information is collected*: Web Service Provider, Marketing Service Provider

Sale for a Business Purpose

We do not sell your personal information for any monetary consideration. However, we do share your personal information with trusted third parties for certain purposes, as described in more detail below.

Disclosure for a Business Purpose

The information we collect, have collected within the past twelve months, and may disclose, or have disclosed in the past twelve months is:

Third Party

Marketing Service Providers, Email Service Providers, Payment Processors, Internet Service Providers

Purpose

- To tell us how to identify you; and to provide any applicable benefits offered by our business.
- To email your order and/or service confirmations, updates, notices and offers, etc.
- Additionally, you may request to receive our email newsletter updates.
- For information as to how to unsubscribe, see below, under “Email List”.
- To provide you (or your intended recipients) with the goods or services you’ve ordered; and to provide any applicable benefits.
- Included or offered as part of the order or any applicable promotion.
- To call you if we have order issues that may need verbal clarification.

Third Party

Marketing Service Providers, Email Service Providers, Payment Processors, Internet Service Providers, Data Analytics Providers, Web Activity Tracker

Purpose

- To facilitate a smooth shopping experience, our system logs the Internet Protocol (IP) address of each user. Information from IP addresses is used for system administration, and may be used if we offer a live help feature, Troubleshooting, and the examination of traffic trends and response rates to various promotional offers.
- Your IP address, when available, is also used to provide a localized experience including prices in your currency and to adhere to regional preferences and requirements.
- Further information about cookies is provided in our Cookies Policy.

Chat Technology: Our site may use both an automated customer service and/or chatbot and/or a live customer service chat feature to respond to customer inquiries. These chat features collect personal information, including but not limited to email address and the content of chat communications. Conversations with both our automated and live chat features are recorded.

Session replay tool: Our site may also make use of session replay analytics tools provided by Third Parties to help us reconstruct the user experience on the site. These tools collect data on our behalf. We use them to troubleshoot issues with and improve user experience on our site. The tools provide insight into what works and what doesn’t work for users of the site, and it allows us to, for example, identify and repair technical errors such as broken links that impair the site’s functionality. We may also use the tools to authenticate users, enable site features, prevent fraud, and implement security measures. The tools use cookies and similar technologies to collect and analyze information related to user behavior on our site, such as mouse movements, clicks, user inputs, scrolling, access times, visit duration, pages viewed, IP address (including

location), operating system, page reloading, crash data, performance data, and other diagnostic data. The tools also collect name, email address, phone number, and physical address.

We may also use personal information to comply with legal obligations pursuant to the legal protections afforded to you in your country. Where required to obey the law, such as in response to a subpoena or legal process, we will disclose your personal information. We also reserve the right to use your personal information to exercise or defend legal claims.

In the unlikely event that our business assets are ever sold to or purchased by another company, MadeIndia may disclose your personal information to a purchaser that agrees to abide by the terms and conditions of this Privacy Policy

Your Privacy Rights

- **Request to Opt-out:** MadeIndia does not sell your Personal Information to third parties. However, we do share it for the marketing purposes we've described above. You have the right to direct us not to share it for purposes of cross-context behavioral marketing, and the right to opt out of the processing of personal data for purposes of targeted advertising. If exercised, the decision to opt-out will be valid for 12 months, at which time we may request that you authorize the sale of personal information again.
- **Statement re the Use or Disclosure of Sensitive Personal Information:** While you may purchase on our website certain products (such as those relating to religious holidays or LGBTQ themes) that could suggest your religious beliefs or sexual orientation, rest assured that we do not use this order or browsing information to infer characteristics about consumers that may be classified as sensitive personal information. MadeIndia does not use or disclose sensitive personal information or sensitive data, as such is defined in The Connecticut Act Concerning Personal Data Privacy and Online Monitoring, The Utah Consumer Privacy Act, Colorado Privacy Act, Virginia Consumer Data Protection Act, and the California Privacy Rights Act as well as General Data Protection Regulations (GDPR).
- **Request to Know:** You have the right to know whether we are processing your Personal Information and request that we disclose a report of your Personal Information, including the categories and specific pieces of personal information we have about you, the categories of sources from which the personal information has been obtained, the business or commercial purpose for collecting, selling, or sharing personal information, and the categories of third parties to whom we disclose personal information (as well as which categories of information were disclosed). Any such data will be provided in a format easily understandable to the average consumer, and to the extent technically feasible, in a structured, commonly used, machine-readable format.
- **Request to Delete:** You have the right to request that we delete your Personal Information. Once we receive and verify your request, we will delete (and direct our service providers to delete) your Personal Information from our records, unless an exception applies.
We may deny your deletion request if retaining the information is necessary for us or our service providers to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our agreement with you. For example, we may not delete your personal information insofar as it is needed to honor our returns policy with you or the terms of your PERKS membership.
 - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
 - Debug products to identify and repair errors that impair existing intended functionality.
 - Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
 - Enable internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
 - Comply with a legal obligation.
 - Make other internal and lawful uses of that information that are compatible with the context in which you provided it
- **Request to Correct:** You have the right to request that we correct, rectify and/or update any of your Personal Information that is incorrect, incomplete or out of date. If you have created an online account, you may log on and edit your Personal Information at any time. If you are unable to edit your Personal Information through your online account, you may reach out to us at privacy@MadeIndia.app for further assistance.

Exercising Your Rights

To exercise the rights described above, please submit a verifiable request to us by emailing us at privacy@MadeIndia.app.

Only you or a person whom you authorize to act on your behalf may make a verifiable consumer request related to your personal information. So as to ensure your privacy, we reserve the right to deny a request from an authorized agent who does not submit proof that they have been authorized to act on your behalf. If you wish to authorize another to act on your behalf, please be advised that MadeIndia may require that you provide the authorized agent with signed written permission to submit a request and verify your own identity and confirm your permission directly with us, unless the authorized agent has a power of attorney. However, you may also make a verifiable consumer request on behalf of your minor child.

Our verification process works as follows:

Password-protected accounts- if you have a password-protected account with us, we will use password authentication to verify you.

Non-password-protected accounts- Before we may process a request, in order to protect your privacy, we will ask for you to confirm a few pieces of information that we have on our records about you, for example:

- Your email address
- Your billing zip code

If you are making a request to correct, we will work with you to find another means of verifying your identity that will not involve the subject matter of the request to correct. We may also require information from you to demonstrate that our data is incorrect. This information shall only be used and/or maintained by the business for the purpose of correcting your personal information and to comply with any record-keeping obligations we may have under the law. If you make a request online to delete your personal information, we may need to confirm your request before we delete your information.

You may make a verifiable consumer request up to two times within a 12-month period, without charge. Unfortunately, we cannot respond to your request to delete or correct or provide you with personal information if we cannot verify your identity or authority to make the request and confirm that the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

We try to respond to a verifiable consumer request within 45 days of its receipt, and an opt-out request will be processed within 15 days. If we require more time to respond to a verifiable consumer request, we will inform you of the reason and extension time period (up to 90 days). If you have an account with us, we will deliver our response to the email associated with that account. If you do not have an account with us, we will deliver our response by mail or electronically, at your option. Any disclosures we provide will only cover the 12-month period preceding receipt, unless we receive a specific request for information collected after January 1, 2024. The response we provide will also explain any reasons we cannot comply with a request, if applicable.

You have a right to appeal any denial of a consumer right. If your request is denied in whole or in part, you have the right to appeal your decision within 30 days. We will review and respond to your request within 45 days, and if your appeal is denied, we will provide you with an explanation of our reasons and a description of any further rights you may have at that time.

Right to Equal Service: We will not discriminate against you for exercising your rights as a consumer under any applicable laws. Unless permitted by law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

We may offer you certain financial incentives permitted by law that can result in different prices, rates, or quality levels. Any legally-permitted financial incentive we offer will reasonably relate to your Personal Information's value and contain written terms that describe the program's

material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time

If you are looking to opt-out of catalogs or marketing emails, you may alternatively follow these processes:

Email List

When you sign up for our email newsletters, we ask for your first name and email address. If you do not wish to receive our email anymore, an unsubscribe button is located at the bottom of each email for your convenience. You can also unsubscribe by contacting: privacy@MadeIndia.app.

Catalog Mailings (if applicable)

While we make our catalogs available to existing or prospective customers, we do not make our catalog mailing list available to other catalog companies.

If you do not want to receive a catalog from MadeIndia, please email remove@MadeIndia.app with your name, address and account number.

Online Tracking

Our website uses Google Analytics and may be able to see user's referring site. To opt out of Google Analytics, visit the Google Analytics opt-out page found at <https://tools.google.com/dlpage/gaoptout> and install the add-on for your browser. For more details on installing and uninstalling the add-on, please see the relevant help resources for your specific browser. For more information on MadeIndia's use of cookies and your choices regarding the same, please see our Cookie Policy at <https://www.MadeIndia.app/all/cookie-policy>. Some devices or web browsers can be configured to signal a user's privacy preferences to websites. It is our intention to respect customers' valid choices regarding their personal information and you will be provided with an option to opt in or opt out of cookie preferences through a pop-up window. You may adjust your preferences around online data collection via the opt-in or opt-out Cookie Preferences window or by communicating an opt-out preference via a recognizable user-enabled opt-out signal that meets the requirements of state law and GDPR compliance. At this time, our website is configured to recognize the GLOBAL PRIVACY CONTROL as a request to opt-out of the sale of personal data, and users who visit our website with the GPC enabled will have all but strictly necessary cookies blocked on our website. You may change your cookie preferences at any time by visiting our Cookie Preferences link at the bottom of the page.

GDPR Compliance

MadeIndia complies with the requirements of the General Data Protection Regulation ("GDPR") with respect to data concerning citizens or residents of European Union countries and Switzerland. To the extent other terms of this Privacy Policy or MadeIndia Terms and

Conditions contradict the terms herein as applied to EU Residents and Citizens, the terms of this “GDPR Compliance” section control.

EU residents and citizens have the following eight rights under GDPR and are entitled to the facilitation of these rights by MadeIndia as set forth herein:

Right to be Informed. MadeIndia collects the following “personal information” as defined in GDPR when a sale is consummated: name, e-mail address, shipping address, telephone number and credit card information. You may provide other information in custom orders you make such as the names of a member of a family, the family name, the year the family was established, and locations they lived. We use this information to process and fulfill your order and to notify you of your order status. You may also choose to provide us with your personal information of varied nature if you contact us regarding customer service concerns. Please also review the section of this policy entitled “Gathering and Use of Your Personally Identifiable Information” for more information on our collection and use of information.

Right of Access. EU residents and citizens have a right to be informed of data that is stored, processed or analyzed and to obtain a copy in plain English. To request such information please email us at privacy@MadeIndia.app using the same email you used to complete your transaction and provide us with your payment information in order to provide your account security.

Right to Rectification. EU residents and citizens have a right to revise our information if inaccurate or complete, and if information is disclosed to third parties to have that information rectified by the third parties. If after accessing your information, an EU resident or citizen believes our information on file regarding you is inaccurate, one may respond to the email which was provided with information pursuant to EU resident or citizen right of access and provide the rectifying information.

Right of Erasure. This is a non-absolute ‘right to be forgotten.’ If you are an EU resident or citizen and after accessing your information you would like to have it erased, please send an email explaining the circumstances warranting erasure to the email which provided your information pursuant to your right of access. We may comply with the request, we may have a legal obligation to preserve some or all data under relevant laws, and/or we may have a legal right to retain information you have requested be deleted. You will be advised of our decision regarding your data erasure request.

Right to Restrict Processing. EU residents and citizens have a right to ask MadeIndia to suspend the processing of your personal information in certain scenarios, for example if you want us to establish the accuracy of the data, or you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it. Where processing is restricted, we are allowed to retain sufficient information about you that the restriction is respected in the future.

Right to Portability of Data. EU residents and citizens have a right to have your data stored with us to be moved, copied or transported in a safe and secure manner without affecting

its usability. If you would like your personal data in portable form, please email a request to privacy@MadeIndia.app with the subject line “REQUEST FOR PORTABLE DATA.”

Right to Object to Processing. EU subjects may object to direct marketing including any personalized website content, emails, or to all processing of their personal information. EU citizens and residents have an absolute right to object to use of their personal data for direct marketing purposes. You may not have an absolute right to object if your personal data is used for a task carried out in the public interest, or for legitimate interests such as scientific or historical research or statistical purposes. If you are an EU citizen or resident who objects to processing of their personal information, please send an email request to privacy@MadeIndia.app with the subject line “OBJECTION TO PROCESSING” and tell us whether you object to direct marketing or all processing.

Rights in Relation to Automated Decision-making. MadeIndia uses personal information to profile customers including to facilitate direct marketing. MadeIndia may also provide emails, marketing, or advertising to EU citizens or subjects by automated means, and automated (non-human) responses to customer actions or requests. If you would like more information regarding MadeIndia automated decision-making or to request human follow up to an automated promotion or MadeIndia’ communication, or a response to an EU citizen or resident action or request, please send an email request to privacy@MadeIndia.app with the subject line “AUTOMATED DECISIONMAKING” and provide the details of the transaction in question.

Privacy Policy Changes

We reserve the right, in our sole discretion, to modify and amend this Privacy Policy in any manner at any time by posting a change notice on our Website.

Contact Us

If you have questions about our privacy policies or procedures, or if you would like to make changes to the way your data is being used, please email privacy@MadeIndia.app.

This privacy policy was last updated November 24, 2023.