

THE MODERN LIVING

Privacy policy

The Privacy Policy Outlines how we collect, Use, and share your personal information when you visit or purchase on our website.

TML The Modern Living give utmost respect to the privacy of data provided by user to our website and insist upon the highest standards for secure transactions and privacy of customer information. However, we act as a service provider to our customers and may process and store personal information that our customers provide under the privacy policy of our website but do not own whole or part of the information.

The terms “We” / “Us” / “Our” used in this Policy refer to The Modern Living (TML) and the terms “You” / “Your” / “Yourself” in this Policy refers to the users of the Website

- (a) Sellers or Buyers Products on the Website and;
- (b) All persons who visit or access this Website, or avail any of its functionalities or use any data or information available on the Website in any manner.

Please read the terms of this Privacy Policy carefully.

This Privacy Policy, along with the “Terms of Use” constitute an “electronic record” in the form of an “electronic contract” as defined under the Information Technology Act, 2000 between TML and the User of this Website. This Privacy Policy does not require any physical, electronic or digital signature.

This Privacy Policy forms an integral part of the “Terms of Use” of the Website. If the “I agree with the terms of this Privacy Policy” button is not clicked, then TML will not be responsible for privacy of your data if shared by you while visiting this Website

By continuing to use the Website you:

- (a) Unconditionally accept, and agree to be bound by the “Terms of Use” of the Website read with this Privacy Policy; and
- (b) Expressly consent to the collection, receipt, possession, storage, usage, dealing, handling or transfer of Your personal information by TML in accordance with the terms of this Privacy Policy.

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TML reserves the right, at its sole discretion, to change, modify, add or remove all or any portion of this Privacy Policy without written notice. If our Privacy Policy is revised, we will post those changes immediately to our Website. Any such changes will

be effective immediately from the time they are posted unless otherwise stated in the change provision. Review of these terms of use periodically for updates/ changes will be the responsibility of the user. Therefore, it is suggested that user should regularly check the Website and updates of the latest changes made to the privacy policy.

TML considers the Information about its customers as an asset and the same as a custodian. Accordingly, We shall not engage in sale of information relating to Users to third parties. However, We may share User information with third parties in the circumstances specified herein below, after reasonably assuring itself that such third parties have undertaken to maintain confidentiality of Personal Information relating to the Users:

Third Party Vendors / Service Providers etc.: Personal Information relating to Users may be made available to the third-party vendors, distributors etc. who sell their products on the Website. Further, TML may engage third party service providers to render various services, and perform various functions in relation to the business undertaken on the Website. TML may engage third party service providers for maintenance of its Website, fulfilment of orders, delivery of packages, analysing data, providing marketing assistance, processing of credit card payments, provision of customer services etc. Such third party service providers / Vendors would have access to Personal Information of Users for purpose of performing their functions / rendering their services, etc.

We will share your Personal Information internally with such persons who need it to complete your purchase or carry out your instructions. Only employees with a strict need to access data are given access.

TML shall keep sensitive personal data or information for only as long as the purposes for which the information may lawfully be used or is otherwise required under any other law for the time being in force. For those customers who have registered for the mailing list, their personal information is kept until we are notified that they no longer want their information stored.

We collect certain information about your device when you visit our website, including your

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web browser, IP address, time zone, and some cookies installed on your device. As you browse our website, we also collect information about the individual web pages or

products you view, the websites or search terms that refer you to our website, and how you interact with our website. This information is automatically collected and referred to as "Browsing Information". We use cookies to collect this information, data files placed on your device or computer and often include an anonymous unique identifier.

"Log files" record actions on the Site, including IP address, browser type, ISP, referring/exit pages, and timestamps.

Electronic files such as "web beacons", "tags", and "pixels" are used to track your browsing activity on the Site. When you make a purchase or attempt to purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (such as credit card numbers), email address, and phone number.

We use "Your Personal Information" to refer to browsing and purchasing information, collectively called "Purchase Information".

How do we use your personal information?

We use the Purchase Information we collect to fulfil any orders placed through the Site. This includes processing your payment information, arranging shipping, and providing you with invoices and/or order confirmations. Additionally, we use this Purchase Information to communicate with you, screen our orders for potential risk or fraud, and provide you with information or advertising relating to our products or services in line with the preferences you have shared with us.

We also use the Browsing Information we collect to help us screen for potential risk and fraud, particularly your IP address. Furthermore, we use it to improve and optimize our Site. For instance, we generate analytics about how our customers browse and interact with the Site and assess the success of our marketing and advertising campaigns.

We understand that sharing personal information is sensitive, and we take great care to ensure that your information is handled with the utmost respect and confidentiality. We may share your personal information with third parties to assist us in utilizing it as described above. For instance, we may utilize Google Analytics to understand how our customers utilise the site. Further information regarding how Google utilizes your personal information can be found at <https://www.google.com/intl/en/policies/privacy>. If you wish to opt out of Google Analytics, please visit <https://tools.google.com/dlpage/gaoptout>.

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Additionally, we may share your personal information to comply with applicable laws and regulations, to respond to a summons, search warrant, or other lawful request for information we receive, or to protect our rights.

We will always act by the highest ethical standards and respect your privacy.

Our use of Your Personal Information includes providing targeted advertisements and marketing communications based on your interests.

Please note that we do not change our data collection and usage practices when we receive a Do Not Track signal from your browser.

As an Indian resident, you have certain rights regarding your personal information. You have the right to access the personal information we hold about you and to request that any incorrect or outdated information be corrected or deleted. If you wish to exercise this right, please get in touch with us using the information below. We may process your information to fulfil any contracts with you or to pursue our legitimate business interests. Also, please be aware that your information may be transferred outside your country of residence.

When you place an order on the Site, we will keep your purchase information for our records unless you request its deletion (deletion will only be possible after submission and verification of government-issued identification documents.)

We may update this privacy policy to reflect changes in our practices or for operational, legal, or regulatory reasons.

The Site is designed for individuals who are 18 years of age or older. It is not intended for minors. If you have any questions about our privacy practices or would like to complain, please email us at support@themodernliving.com will happily provide you with more information and address any concerns.