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# Privacy Policy

**Effective Date: 15/08/2025**

At **Modern Dairy**, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you use our website or services.

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## 1. Information We Collect

We may collect the following types of information:

### **Personal Information**

This includes details such as your name, phone number, email address, delivery address, and payment information (processed securely through trusted third-party services).

### **Non-Personal Information**

We may collect data such as your IP address, browser type, device information, location data, and website usage behavior.

## 2. How We Use Your Information

The information we collect is used to:

- Process orders and provide customer support
- Send order confirmations, updates, and promotional offers
- Improve website performance and user experience
- Prevent fraudulent transactions
- Comply with legal obligations and resolve disputes

## 3. Sharing Your Information

We do not sell or rent your personal information. However, we may share your data with:

- Delivery partners to fulfill your orders
- Payment processors to complete transactions
- IT service providers for website hosting and maintenance
- Legal or regulatory authorities when required by law

## 4. 🍪 Cookies and Tracking Technologies

We use cookies and similar technologies to enhance website functionality and personalize your browsing experience. You can manage or disable cookies through your browser settings.

## 5. 📦 Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy or as required by applicable laws.

## 6. 🧑⚖️ Your Rights

As a user, you have the right to:

- Access and review your personal information
- Request corrections or deletion of your data
- Opt out of receiving marketing communications
- Withdraw consent at any time (where applicable)

To exercise these rights, please contact us at: [info@moderndairy.in](mailto:info@moderndairy.in)  
We aim to respond within **7 business days**.

## 7. 🛡️ Security Measures

We implement industry-standard security measures such as SSL encryption, secure servers, and firewalls to protect your personal data from unauthorized access, misuse, or disclosure.

## 8. 🌐 Third-Party Links

Our website may include links to external websites. We are not responsible for the privacy practices, content, or security of these third-party sites. We encourage you to review their privacy policies before providing any information.

## 9. 🔄 Updates to This Policy

We may update this Privacy Policy periodically to reflect changes in legal requirements or our data practices. Updates will be posted on this page with the revised effective date. Continued use of our website indicates your acceptance of these changes.