

PRIVACY POLICY

Safarnama Collections

Last updated: July 15, 2026

Safarnama Collections ("Safarnama Collections", "we", "us", or "our") operates this website and online store, including all related content, features, tools, and services (the "Services"), to offer you a curated clothing and lifestyle shopping experience. This Privacy Policy explains how we collect, use, disclose, store, and protect your personal data when you visit, use, or make a purchase through the Services, or otherwise communicate with us.

This Privacy Policy has been drafted with reference to India's Digital Personal Data Protection Act, 2023 ("DPDP Act") and the Digital Personal Data Protection Rules, 2025 ("DPDP Rules"), together the "DPDP Framework", as well as applicable provisions of the Information Technology Act, 2000 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, to the extent they continue to apply. Where our Services are also accessed by users outside India, or where we rely on third-party platforms with their own global compliance obligations, we have also referenced globally recognized privacy practices.

By using or accessing any part of the Services, you acknowledge that you have read and understood this Privacy Policy and the manner in which your personal data is collected, used, and disclosed as described below. If there is any conflict between our Terms of Service and this Privacy Policy, this Privacy Policy will control with respect to the collection, processing, and disclosure of your personal data.

1. Definitions

- "Personal Data" means any data about an individual who is identifiable by or in relation to such data, as defined under Section 2(t) of the DPDP Act.
- "Data Principal" means the individual to whom the personal data relates i.e., you, our customer or website visitor.

- "Data Fiduciary" means Safarnama Collections, which alone or in conjunction with other persons determines the purpose and means of processing personal data.
- "Processing" means an operation performed on personal data, including collection, storage, use, sharing, disclosure, or erasure.
- "Consent Manager" means a person registered with the Data Protection Board of India who enables a Data Principal to give, manage, review, and withdraw consent through an accessible, transparent, and interoperable platform, where applicable.

2. Personal Data We Collect

We may collect or process the following categories of personal data, including inferences drawn from it, depending on how you interact with the Services, where you live, and as permitted or required by applicable law:

Contact details: your name, billing and shipping address, phone number, and email address.

Financial information: payment card details, UPI/bank account information, transaction details, form of payment, and payment confirmations, processed securely via our payment gateway partners.

Account information: username, password, security questions, size/style preferences, and account settings.

Transaction and order information: items you view, add to cart or wishlist, purchase, return, or exchange, and your order history.

Communications: information you share with us via customer support queries, emails, WhatsApp, chat, or social media messages.

Device and usage information: your IP address, browser type, device identifiers, operating system, pages visited, and interaction data collected through cookies and similar technologies.

Sensitive categories (where applicable): we do not intentionally collect sensitive personal data (such as health data or government identity numbers) except where strictly necessary for example, a GST/PAN number for a business invoice, or an identity document if required for a high-value order or return dispute, and only with your explicit consent.

3. Sources of Personal Data

- Directly from you, when you create an account, place an order, sign up for updates, or contact us.
- Automatically, through cookies, pixels, and similar technologies when you browse our website or app.
- From our service providers, including our website hosting platform, payment gateways, logistics and courier partners, and IT service providers, who may collect or process data on our behalf.
- From business and marketing partners and other third parties who help us reach and serve you better.

4. Purpose and Legal Basis of Processing

Under the DPDP Act, we process your personal data only for a specified, lawful purpose for which you have given consent, or for a purpose covered under the "legitimate uses" recognized under Section 7 of the DPDP Act (such as voluntary provision of data by you, compliance with law, or a medical emergency). Our purposes include:

Order fulfilment and customer service: to process payments, confirm and fulfil your orders, arrange shipping, manage exchanges, and respond to support queries.

Personalization: to recommend products, remember your preferences (e.g., size, style), and tailor your shopping experience.

Marketing and promotions: to send you offers, new-collection updates, and promotional communications via email, SMS, or WhatsApp, where you have consented, and to show relevant ads on our Services or other platforms.

Security and fraud prevention: to authenticate your account, detect and prevent fraudulent or unauthorized transactions, and protect the integrity of our Services.

Legal compliance: to comply with applicable law, respond to lawful requests from government or law enforcement authorities, maintain statutory records (such as GST invoices), and enforce our Terms of Service.

Improvement of Services: to analyze usage trends and improve our website, product range, and customer experience.

5. Consent

Where we rely on your consent as the basis for processing, we will seek a free, specific, informed, unconditional, and unambiguous indication of your wishes through a clear affirmative action, such as checking a consent box or continuing with a transaction after being shown a notice. Our consent requests are presented in clear and plain language, itemizing the personal data being collected and the specific purpose of processing, and, wherever feasible, will also be available in English and other languages listed in the Eighth Schedule to the Constitution of India.

You have the right to withdraw your consent at any time, as easily as it was given. Withdrawal of consent will not affect the lawfulness of processing carried out before such withdrawal, and you may still receive certain non-promotional communications (e.g., order confirmations) necessary for us to perform our contract with you.

Where required, we may also enable you to manage your consent through a registered Consent Manager, in accordance with the DPDP Rules.

6. Children's and Minors' Data

Our Services are not intended for use by children (individuals below 18 years of age) without the involvement of a parent or lawful guardian. We do not knowingly collect personal data of children except where necessary and accompanied by verifiable parental or guardian consent, obtained in a manner consistent with the DPDP Rules. We do not undertake behavioural monitoring, tracking, or targeted advertising directed at children. If you believe we have inadvertently collected a child's data without appropriate consent, please contact us using the details in Section 15, and we will take steps to delete it.

7. How We Share Your Personal Data

We do not sell your personal data. We may, however, disclose it to the following categories of recipients, always under contractual obligations requiring them to protect your data and use it only for the specified purpose:

Service providers: our website/e-commerce hosting platform, payment gateway providers, logistics and courier partners, warehousing partners, IT and cloud storage providers, and customer support tools.

Suppliers and third-party vendors: we may share limited order and shipping details with our suppliers, manufacturers, or fulfilment partners strictly to the extent necessary for producing, packing, or delivering your order.

Marketing and advertising partners: for running promotional campaigns and personalized advertising, where you have consented to marketing communications.

Legal and regulatory authorities: where required to comply with applicable law, a court order, or a lawful request from a government or law enforcement agency, including the Data Protection Board of India.

Business transfers: in connection with a merger, acquisition, restructuring, or sale of business assets, subject to confidentiality arrangements.

We remain responsible for ensuring reasonable security safeguards are maintained by any third party or processor to whom we disclose your data, in line with our obligations as a Data Fiduciary under the DPDP Act.

8. Cross-Border Data Transfers

We may store, transfer, and process your personal data outside India, including on servers of our hosting or cloud service providers. As of the date of this Policy, the DPDP Act permits the transfer of personal data outside India except to countries specifically restricted by the Central Government through notification. We will ensure that any such transfer is undertaken in compliance with the DPDP Act and Rules and any government notifications issued from time to time.

9. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes described in this Policy, including to provide the Services, maintain your account, comply with statutory retention requirements under tax, company, and consumer protection laws, resolve disputes, and enforce our agreements. Where you withdraw consent or request erasure, and we have no other legal ground to retain the data, we will delete or anonymize it, subject to any mandatory retention periods under applicable law.

10. Security and Reasonable Safeguards

In line with Section 8(5) of the DPDP Act, we implement reasonable security safeguards, including encryption of payment data in transit, access controls, secure hosting infrastructure, and regular monitoring, to prevent personal data breaches. No method of transmission or storage is completely secure, and while we strive to protect your personal data, we cannot guarantee absolute security. We recommend that you do not share your account credentials with anyone and use secure channels when communicating sensitive information to us.

11. Personal Data Breach Notification

In the event of a personal data breach, we will, without undue delay, take steps to contain and remediate the breach. Where required under the DPDP Rules, we will notify the Data Protection Board of India and affected Data Principals, providing details of the nature of the breach and the measures taken or recommended to mitigate risk to you.

12. Your Rights as a Data Principal

Subject to the provisions of the DPDP Act and Rules, you have the following rights in relation to your personal data:

Right to Access Information: to obtain a summary of the personal data we hold about you and the processing activities undertaken.

Right to Correction and Erasure: to request correction of inaccurate or misleading data, completion of incomplete data, updating of data, and erasure of personal data that is no longer necessary for the purpose for which it was collected.

Right to Grievance Redressal: to have your complaints regarding processing of your personal data addressed by us in a timely manner.

Right to Nominate: to nominate another individual to exercise your rights under the DPDP Act in the event of your death or incapacity.

Right to Withdraw Consent: at any time, as described in Section 5 above.

You may exercise these rights by contacting us using the details in Section 15. We will verify your identity before processing your request and will respond within the timelines prescribed under the DPDP Rules. We will not discriminate against you for exercising any of these rights.

13. Grievance Redressal

If you have any concerns, complaints, or grievances about how we process your personal data, please contact our Grievance Officer using the details set out in Section 15. We will acknowledge and address your grievance in a timely manner, and in any event within the period prescribed under applicable law. If you are not satisfied with our response, you may escalate your complaint to the Data Protection Board of India, constituted under the DPDP Act.

14. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to operate our website, remember your preferences, understand how you interact with our Services, and deliver relevant advertising. You can control or disable cookies through your browser settings; however, this may affect certain features of the Services. Where required, we will seek your consent before placing non-essential cookies.

15. Contact Us and Grievance Officer

If you have questions about this Privacy Policy, wish to exercise any of your rights, or have a grievance regarding processing of your personal data, please contact us at:

Safarnama Collections

Email:

Address:

Grievance Officer: , reachable at

We are the Data Fiduciary in respect of the personal data collected through our Services, for the purposes of the DPDP Act, 2023.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other operational reasons. Any changes will be posted on this page with a revised "Last updated" date, and, where required by law, we will provide additional notice of material changes.