



**UNZUR**

Export Business

Bridging markets and cultures

GSTIN - 07AAJFU2574L1ZN

# Privacy Policy

**Last Updated:** 29-03-2026

**Unzur** ("Company," "we," "us," or "our") respects your privacy and is committed to protecting the personal data of our wholesale buyers, suppliers, and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you:

- Visit our website ([yourwebsite.com])
- Place wholesale orders for scarves, carpets, tea, and coffee
- Communicate with us via email, phone, or other channels

By engaging with our business, you consent to the data practices described in this policy.

## 1. Information We Collect

We collect only the information necessary to conduct wholesale export transactions and comply with legal requirements.

### A. Information You Provide to Us

Category	Examples
Business Information	Company name, business registration number, VAT/GST/EIN number, business address, industry type
Contact Information	Name, title, email address, phone number, shipping address, billing address
Account Credentials	Username, password (if you create an online account)
Transaction Data	Order history, commercial invoices, shipping documentation, payment details (processed via secure third-party gateways)

Communications	Emails, messages, and call records related to orders, inquiries, or support
KYC / Compliance Data	For certain high-value transactions or first-time buyers, we may collect proof of identity or business registration to comply with Indian export regulations and anti-money laundering laws

## B. Information Automatically Collected

When you visit our website, we may automatically collect:

Device Information: IP address, browser type, operating system, device identifiers

Usage Data: Pages visited, time spent, referring URLs, clickstream data

Cookies and Tracking Technologies: Used to enhance website functionality and analyse traffic (see Section 8)

## 2. How We Use Your Information

We use your personal data for the following purposes:

Purpose	Legal Basis (for GDPR/DPDPA compliance)
Process and fulfil wholesale orders (including export documentation, shipping, and customs clearance)	Contractual necessity
Communicate about orders, shipping updates, and inquiries	Contractual necessity
Issue invoices, receipts, and manage payments	Contractual necessity / Legal obligation
Verify identity and conduct due diligence for export compliance (FEMA, RBI, customs regulations)	Legal obligation
Respond to customer service requests and support	Legitimate interest
Send marketing communications (only with consent, where required)	Consent
Improve our website, products, and services	Legitimate interest
Detect and prevent fraud, unauthorised transactions, and security incidents	Legitimate interest / Legal obligation

## 3. Sharing Your Information

We do **not** sell, rent, or trade your personal data. We may share your information only in the following circumstances:

### A. Service Providers

We engage trusted third-party service providers to operate our business, including:

- Shipping and Freight Forwarders: To arrange international transport and customs clearance
- Payment Processors: To securely process payments (e.g., banks, PayPal, Stripe, etc.)
- IT and Cloud Services: To host our website and store data
- Email and Communication Platforms: To manage correspondence

These providers are contractually obligated to process your data only on our behalf and in compliance with applicable privacy laws.

### B. Legal and Regulatory Authorities

We may disclose your information if required to:

- Comply with Indian laws, regulations, or court orders (e.g., customs authorities, RBI, DGFT)
- Respond to lawful requests from government authorities
- Protect our rights, property, or safety, or that of our customers or others

### C. Business Transfers

In the event of a merger, acquisition, or sale of assets, your data may be transferred as part of the transaction. We will notify you of any such change.

## 4. International Data Transfers

As a wholesale export business operating from India, your personal data may be transferred to and processed in **India** and other countries where our service providers (e.g., shipping carriers, payment processors) are located.

- For customers in the European Economic Area (EEA): When we transfer data outside the EEA, we ensure appropriate safeguards are in place, such as standard contractual clauses (SCCs) approved by the European Commission.
- For customers in other jurisdictions: By engaging with our business, you acknowledge that your data will be processed in India, where data protection laws may differ from those in your country of residence.

## 5. Data Retention

We retain your personal data only as long as necessary to fulfil the purposes outlined in this policy, including:

- Transaction Records: Retained for a minimum of **8 years** to comply with Indian tax laws (Income Tax Act, GST), customs regulations, and export documentation requirements.
- Account Information: Retained until you request deletion or as long as you maintain an active wholesale account.
- Marketing Data: Retained until you unsubscribe or withdraw consent.

After the retention period expires, data is securely deleted or anonymised.