

Privacy Policy for AVS Tech Building Solutions India Pvt. Ltd.

AVS Tech Building Solutions India Pvt. Ltd. (“AVS Tech” or “we”) recognizes the importance of privacy and is committed to protecting the personal information of our customers, partners, and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information in compliance with applicable privacy laws and industry best practices.

1. Information We Collect

We collect a range of personal and business-related information necessary for conducting our operations efficiently. This includes:

- **Personal Identification Information:** Full name, email address, phone number, postal address, and other contact details.
- **Business Information:** Company name, job title, business email, company address, industry sector, and project details.
- **Financial Information:** Payment and billing details, such as credit card information, bank details, and transaction history, where applicable.
- **Technical Information:** IP address, browser type, device information, operating system, and browsing activity on our website, including page views, referral source, and time spent on the site (collected through cookies or similar technologies).
 - **Interaction Data:** Information about communications with us, including email correspondence, telephone conversations, and feedback forms.
- **Optional Information:** Any additional data voluntarily provided, such as preferences, interests, or responses to surveys.

2. How We Collect Information

We collect personal information through several methods to ensure accuracy and convenience:

- **Direct Interactions:** When you fill out forms on our website, make inquiries, subscribe to our services, or communicate with us via phone, email, or in person.
- **Automated Technologies:** Cookies, server logs, and other digital tracking technologies are used to collect technical and interaction data about your browsing activities on our website.
- **Third-Party Sources:** Information may be collected from trusted third-party service providers, business partners, or public databases, subject to applicable laws.

3. Purpose of Collecting Information

We collect and use personal information for the following key purposes:

- **Service Delivery:** To process orders, manage projects, provide quotes, and fulfil contractual obligations in the construction and building materials sector.
- **Customer Support:** To respond to inquiries, provide assistance, and manage customer relationships effectively.
- **Marketing & Communication:** To send promotional content, newsletters, industry updates, and event invitations (subject to your consent), and to measure the effectiveness of marketing campaigns.
- **Website Improvement:** To monitor website traffic, identify user preferences, and enhance user experience by customizing content.
- **Legal Compliance:** To meet legal, regulatory, and auditing requirements, including record-keeping and reporting obligations.
- **Business Development:** To analyse market trends, identify new opportunities, and improve our business processes and offerings.

4. How We Share Information

Your personal information is handled with the highest level of confidentiality and security. We share your information only when necessary, including:

- **With Service Providers:** We may share your information with trusted third-party service providers, such as payment processors, logistics partners, IT support, and marketing agencies, who assist us in delivering our services. These parties are bound by confidentiality agreements and legal obligations to safeguard your data.
- **With Business Partners:** To facilitate projects, collaborations, or joint ventures in which AVS Tech is engaged, we may share relevant data with our business partners or affiliates.
- **Legal Obligations:** We may disclose personal information to comply with legal obligations, respond to court orders, legal processes, or government requests, or protect our rights, property, or safety.
- **Corporate Transactions:** In the event of a merger, acquisition, restructuring, or sale of assets, personal information may be transferred as part of the business transaction, with prior notification to the affected parties.

5. Data Security Measures

We implement robust security measures to protect personal information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- **Encryption:** Sensitive data, including financial information, is encrypted during transmission and storage.
- **Access Controls:** Only authorized personnel have access to personal data, and they are bound by confidentiality agreements.

- **Data Integrity:** We use data integrity checks, regular audits, and system monitoring to ensure that data is accurate and secure.
- **Firewall Protection:** Our IT infrastructure is protected by firewalls and other security technologies to prevent unauthorized access.

6. Use of Cookies and Tracking Technologies

Cookies are small files that help us understand user behaviour and improve your experience on our website. We use:

- **Essential Cookies:** Necessary for the website's functionality, such as enabling secure login or managing your shopping cart.
- **Performance and Analytics Cookies:** Used to analyse site traffic and improve website performance.
- **Marketing Cookies:** To deliver targeted ads and promotional content based on your browsing preferences.

You can manage your cookie preferences through your browser settings.

7. Your Data Protection Rights

In accordance with data protection laws, you have the following rights concerning your personal information:

- **Right to Access:** You can request access to the personal information we hold about you.
- **Right to Rectification:** You can request correction of inaccurate or incomplete data.
- **Right to Erasure:** You may request the deletion of your personal data, subject to certain conditions, such as legal retention obligations.
- **Right to Restrict Processing:** You can request the limitation of how we process your personal data.
- **Right to Object:** You can object to data processing based on legitimate interests or direct marketing purposes.
- **Data Portability:** You can request the transfer of your personal data to another organization or to you in a structured, commonly used format.

To exercise any of these rights, please contact us at the details provided below.

8. Data Retention Policy

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by legal, regulatory, or operational obligations. Retention periods are determined by the type of information and applicable legal requirements.

9. International Data Transfers

If personal information is transferred outside of India to count rise with different data protection laws, we will ensure that such transfers comply with applicable legal standards and that adequate safeguards are in place to protect the privacy and security of your data.

10. Policy Changes and Updates

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any updates will be posted on our website with the “Last Updated” date at the top of the policy. We encourage you to review this policy periodically.

11. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

AVS Tech Building Solutions Inida Pvt. Ltd.

Email: enquiry@avstechipl.in

Phone: +91-80-69419999

Address: 2575, 13th cross, 24th Main Rd, 1st Sector, HSR Layout, Bengaluru, Karnataka 560102

This Privacy Policy is effective as of 13-09-2024.