

## **PRIVACY POLICY**

Welcome to Portico New York!

At Portico, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or interact with us in any way.

### **1. Information We Collect:**

- a.** We collect information from you when you visit our website, respond to a survey, or fill out a form. The types of information we may collect include: Personal Information: Name, email address, phone number, billing address, shipping address, payment information, and other information you provide when you use the website.
- b.** Technical Information: IP address, browser type, internet service provider, referring/exit pages, and date/time stamps.
- c.** Usage Information: Details about your interactions with our website, including pages visited, products viewed, and search terms entered. Location Information: With your consent, we may collect your location information to enhance your shopping experience.

### **2. How We Use Your Information:**

- a.** We use the information we collect from you for the following purposes:
- b.** To process your orders, manage payments, and deliver the products and services you request.
- c.** To analyse user behaviour and improve our website's content, functionality, and user experience.
- d.** To send you **updates, promotions, and information** about your orders or account, or to respond to your inquiries.
- e.** To provide a more personalized experience by recommending products, services, or promotions that may be of interest to you.
- f.** To conduct surveys, contests, or other promotional activities and research.

### **3. How We Share Your Information:**

- a.** We do not sell, trade, or rent your personal information to third parties. We may share your information with:
- b.** Third-party vendors who assist us in operating our website, conducting our business, or providing services to you (e.g., processors, shipping companies, marketing agencies), and who agree to keep your information confidential.
- c.** To comply with legal obligations, court orders, or in response to a request from law enforcement authorities.
- d.** In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of the business assets.

### **4. Cookies and Tracking Technologies:**

- a.** We use cookies and similar tracking technologies to enhance your experience on our website. Cookies are small files stored on your device that help us recognize your browser and capture certain information.
- b.** Types of Cookies We Use:
  - i.** Essential Cookies: Necessary for the operation of our website and enabling basic functionalities.

- ii. Performance Cookies: Help us understand how visitors interact with our website, enabling us to improve the site's performance.
- iii. Functional Cookies: Allow us to remember your preferences and personalize your experience.
- iv. Advertising Cookies: Used to deliver relevant ads and track ad campaign performance.
- v. You can control cookies through your browser settings. However, disabling cookies may affect your ability to use certain features on our website.

**5. Data Security:**

- a. We take data security seriously and implement a variety of security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include:
- b. Types of Cookies We Use:
  - i. Encryption: We use SSL (Secure Socket Layer) encryption to protect sensitive information transmitted online.
  - ii. Access Controls: Access to your personal information is restricted to authorized personnel only.
  - iii. Regular Audits: We conduct regular audits and assessments to ensure the security of our systems.
  - iv. While we strive to protect your information, no security system is impenetrable, and we cannot guarantee the absolute security of your information.

**6. Your Rights and Choices:**

- a. You have the right to:
- b. Request access to the personal information we hold about you.
- c. Update or correct your personal information.
- d. Request the deletion of your personal information, subject to certain legal or contractual obligations.
- e. You can unsubscribe from our marketing emails by following the "Unsubscribe" link in the email or by contacting us directly.
- f. If you have provided consent for the processing of your information, you have the right to withdraw it at any time.

**7. Third-Party Links:**

- a. Our website is not intended for children under the age of 16. We do not knowingly collect or store personal information from children under 16. If we become aware that we have inadvertently collected such information, we will take steps to delete it.

**8. Children's Privacy:**

- a. Our website is not intended for children under the age of 16. We do not knowingly collect or store personal information from children under 16. If we become aware that we have inadvertently collected such information, we will take steps to delete it.

**9. Changes to This Privacy Policy:**

- a. We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We encourage you to review this page periodically for any updates. Your continued use of our website following the posting of changes constitutes your acceptance of such changes.

## 10. Contact Us:

- a. If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at: Email: [customerservice@ril.com](mailto:customerservice@ril.com) Phone: 1800 891 0001 | Address: Portico New York, Reliance Retail, IBC Knowledge park, Bannerghatta Road, Bhavani Nagar, SG Palya, Bengaluru, Karnataka-560029

## 11. Communication and Un-subscription

- a. By accepting the Terms of Use, you also **accept to receive news, updates, offers/ campaign related SMS/RCS**, to the mobile phone number provided by you. By accessing and using the Reliance Digital Platform and/ or verifying your contact number with us, you explicitly consent to receive such communications (through call, SMS, email or other digital and electronic means) from us and/or our authorized representatives regarding any new services or offerings, even if your contact number is registered under the DND/NCPR list under the Telecom Commercial Communications Customer Preference Regulations, 2018.
- b. You can unsubscribe / opt-out from receiving marketing/ promotional communications, newsletters and other notifications from Reliance at any time by following the instructions set out in such communications

Thank you for trusting Portico New York with your personal information.