

Privacy Policy

Aditya Birla Fashion and Retail Limited (“ABFRL”) is committed to protecting the privacy of every individual who visits www.adityabirlanuvo.com (the “Website”). We have adopted the following Privacy Policy, which sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us through your use of the Website.

Definitions –

- “we” / “us” / “our” means Aditya Birla Fashion and Retail Limited (ABFRL)
- Website means www.abfrl.com
- “You” or “your” means any individual who visits our Website.

Applicability –

This policy will be applicable to all personally identifiable information that you provide to ABFRL through the website or for purposes of using the Website. This Privacy Policy does not apply to any personally identifiable information that you may provide to third parties, such as through other sites linked to the Website. Please be aware that if you choose to visit such third party sites, you should contact such third parties directly to determine their respective privacy policies because that third party's privacy policy, and not our Website's, will govern your activities and any personally identifiable information you disclose while visiting the third party site.

You must also review and accept our Website Terms of Use (http://www.abfrl.com/terms_Conditions.php) as it is also applicable and govern your use of the Website. ABFRL expressly reserves its sole discretion, and at times and intervals of its choosing the right to change this Privacy Policy periodically in the future without prior notice to the users. User shall review our Privacy Policy available at the Website regularly to be sure you are fully current with our practices and procedures in this area. Your continued use of the Website will be subject to the then-current Privacy Policy.

The following discloses our information gathering and dissemination practices for the Website:

Overview

As part of the normal operation of the Website, we collect and, in some cases, may disclose personally identifiable information about you. This Privacy Policy describes the personally identifiable information we collect about you and what may happen to that information.

By accepting this Privacy Policy and our Terms of Use, you expressly consent to our use and disclosure of your personally identifiable information in the manner prescribed in this Privacy Policy. This Privacy Policy is incorporated into and is subject to the conditions of the Terms of Use and governs all use of the Website.

We may collect your name, address, email address, telephone number, and other personally identifiable

information you submit on the Website. Such personally identifiable information will not be posted in areas of the Website viewable by the public or users of the Site.

Collection of Your Information

We may collect information that you share with us through your use of our Website, for example by:

- E-mailing or writing to us using the contact details posted on our Website; or
- Submitting other enquiries.

Our Use of Your Information

Our primary goal in collecting personally identifiable information is to provide you with a smooth, efficient and customized experience. This allows us to provide services and features that are most likely to meet your needs, and to customize the Website and our services to make your experience easier. We may use the information we collect from you: to provide you with information and services that you request from us. We use personally identifiable information in the files we maintain about you, and the other personally identifiable information we obtain from your current and past activities on the Website to provide you with services.

Our Disclosure of Your Information

Due to the existing regulatory environment, we cannot ensure that all of your private communications and other personally identifiable information will never be disclosed in ways not otherwise described in this Privacy Policy. By way of example (without limiting the foregoing), we may be required to disclose personally identifiable information to the government, law enforcement agencies, or third parties under certain circumstances; third parties may unlawfully intercept or access transmissions or private communications; or users or authorized users may independently abuse or misuse your information that they collect from the Website in violation of our Website's Privacy Policy and Terms of Use. Therefore, although we use industry standard information security practices to protect your privacy, we do not promise, and you should not expect, that your personally identifiable information or private communications will always remain private.

As a matter of policy, we do not sell or rent any personally identifiable information about you to any third party. However, the following describes some of the ways that your personally identifiable information may be disclosed.

Other Corporate Entities: We may sometimes share data with our affiliates, subsidiaries, joint ventures and third party service providers that provide us with services and/or provide you with services. To the extent that these entities have access to your personally identifiable information, we will ask them to treat it at least as protectively as they treat personally identifiable information they obtain from their other authorized users or members. Our affiliates, subsidiaries, and joint ventures will follow privacy practices no less protective of all authorized users and members than our practices described in this document, to the extent allowed by applicable law. It is possible that ABFRL, its subsidiaries, affiliates, joint ventures or any combination of such, could merge with or be acquired by another business entity. Should such a combination occur, you should expect that ABFRL would share some or all of your personally identifiable information in order to continue to maintain and provide access to the Website.

Legal Requests: ABFRL co-operates with law enforcement inquiries, as well as other third parties to enforce laws relating to matters, such as intellectual property rights, fraud and other rights. We can (and you authorise us to) disclose any personally identifiable information about you to law enforcement and other government officials as we, in our sole discretion, believe reasonably necessary or appropriate, in connection with any investigation.

Changing Your Personally Identifiable Information

In case you request to remove your personally identifiable information from our records, We will retain such information in our files and databases, in order to use it in some unavoidable circumstances, such as to resolve disputes, troubleshoot problems, and enforce our terms and conditions. Further, such prior personally identifiable information is never completely removed from our databases due to technical and legal constraints, including stored "back up" systems. Therefore, you should not expect that all of your personally identifiable information will be completely removed from our databases in response to your requests.

Security

ABFRL will use reasonable security measures to safeguard the confidentiality of your personal identifiable information. Although we will put our best efforts to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features which are appropriate to the type of personal information you have provided to try to prevent unauthorised access or inadvertent disclosure. However, you agree and acknowledge that "perfect security" does not exist on the Internet.

Changes to Our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page. Continued use of the Website will signify that you agree to any such changes.