

# Privacy Policy

**Effective Date:** January 6, 2025

At Chefsformula.in, we respect your privacy and are committed to protecting your personal information in accordance with Indian laws, including the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, and other applicable regulations under the Information Technology Act, 2000. By accessing and using [www.chefsformula.in](http://www.chefsformula.in) (the "Website"), you agree to this Privacy Policy and our Terms of Use.

## Scope of the Privacy Policy

This Privacy Policy applies to all products, services, and features offered on Chefsformula.in. Please note that while our Website may link to third-party sites, we are not responsible for their privacy practices. We encourage you to review the privacy policies of any external websites you visit. We may collaborate with third-party advertising companies to display or track ads on our Website. These companies may use non-identifiable information about your visits to deliver relevant advertisements.

## Information Collection and Use

### 1. General

You can browse our Website without registering. However, registration is required to access features like placing orders, participating in forums, submitting ideas, or entering contests.

We may collect the following types of information:

- **Personal Information:** Includes your name, email, phone number, address, and payment details.
- **Non-Personal Information:** Includes your IP address, browser type, operating system, and pages visited on our Website.

We use this information to:

- Personalize your experience on the Website.
- Process and fulfill orders.
- Improve our Website, products, and services.
- Conduct research, analysis, and internal audits.

### 2. Registration

When creating an account, you are required to provide personal details like your name and email address. Optional demographic information may also be requested to enhance your experience. You can also choose to receive newsletters and promotional updates.

### 3. Orders

To process your orders, we collect details such as your shipping address and payment information. These details are used solely for billing, shipping, and resolving order-related issues.

## Information Sharing and Disclosure

We do not rent, sell, or share personal information with third parties except under the following circumstances:

- **Service Providers:** We may share your information with trusted third-party service providers (e.g., shipping companies, payment gateways) solely for the purpose of order fulfillment and communication.
- **Legal Compliance:** We may disclose information to comply with legal obligations, court orders, or law enforcement requests.
- **Fraud Prevention:** We may share information to protect against potential fraud or unauthorized activities.
- **Anonymized Data:** Aggregated, anonymized data may be shared for research or marketing purposes.

Please note that any information shared in public areas, such as blog comments, becomes visible to others and is not covered by this Privacy Policy.

## Cookies and Tracking Technologies

We use cookies and similar tracking technologies to:

- Enhance your browsing experience.
- Store login credentials.
- Analyze user behavior and preferences.

You can disable cookies through your browser settings; however, some features of the Website may not function properly as a result.

Third-party cookies used by our partners may also collect information for analytics and advertising purposes.

## Confidentiality and Security

We implement reasonable security practices and procedures, including encryption technologies such as SSL, to safeguard your personal information. However, no method of electronic storage or transmission is entirely secure. You are advised to take precautions, such as using strong passwords and logging out after use.

## Your Rights

As per Indian law, you have the following rights regarding your personal information:

- **Access and Update:** You can access, review, and update your account information at any time through your account profile.
- **Withdrawal of Consent:** You may withdraw your consent to process your personal information by deactivating your account or contacting us.
- **Grievance Redressal:** For concerns or grievances, you may email us at [contact@chefsformula.in](mailto:contact@chefsformula.in).

## International Users

By accessing this Website, you consent to the processing and transfer of your personal data to jurisdictions outside India. We ensure that such transfers comply with applicable Indian data protection laws.

## Changes to the Privacy Policy

We reserve the right to update this Privacy Policy from time to time. Significant changes will be communicated via email or a prominent notice on our Website. Please review this policy periodically for updates.

## Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Email: [contact@chefsformula.in](mailto:contact@chefsformula.in)

[Thank you for trusting Chef's Formula.](#)