

LA OPALA RG LIMITED

Data Privacy Policy

Policy Statement

This Privacy Policy sets out how **La Opala RG Limited** (hereafter referred to as "**La Opala**", "**the Store**", "**we**", "**us**", or "**our**") uses and protects any information that you give while accessing and using our website (www.laopala.in), and user information collected using leads & forms through our social media platforms like Facebook - <https://www.facebook.com/laopala.in/>, Instagram - <https://www.instagram.com/laopala/>, LinkedIn - <https://www.linkedin.com/company/laopala/posts/>

La Opala is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

La Opala may change this policy from time to time by updating this page. You should check this page periodically to ensure that you are satisfied with any changes.

1. What We Collect

We may collect and process the following information when you interact with our website, place an order, or subscribe to our communications:

- **Contact Information:** Name, email address, telephone/mobile number, and billing/shipping address (including postal code and city).
- **Account Credentials:** Username and encrypted passwords created when registering an account.
- **Order & Transaction Data:** Details about products purchased, payment status, order history, and delivery logs. (*Note: Sensitive financial information like card numbers or net banking credentials are processed directly by authorized payment gateways and are never stored on our servers*).
- **Demographic & Preference Data:** Preferences, interests, purchase history, customer feedback, and responses to customer surveys or promotional offers.
- **Technical & Usage Data:** IP address, browser type, operating system, device details, referring URL, time zone, and page interaction data collected via cookies and analytical tools.

2. What We Do with the Information We Gather

We require this information to understand your needs, process your orders, and provide you with a superior shopping experience. Specifically, we use your data for:

- **Order Processing & Fulfillment:** To process transactions, manage billing, arrange delivery, and communicate order updates or shipping tracking details.
- **Internal Record Keeping:** For accounting, legal compliance, order records, and administrative purposes.

- **Service & Product Improvement:** Analyzing customer trends to improve our tableware collections, website functionality, and overall customer service.
- **Marketing & Promotional Communications:** Periodically sending promotional emails, SMS, or WhatsApp messages about new collections, seasonal offers, special discounts, or other information we think you may find interesting, using the contact details provided.
- **Customer Support & Communication:** Responding to your queries, handling service requests, processing returns or warranty claims, and contacting you for market research or feedback.
- **Website Personalization:** Customizing the website layout, product recommendations, and offers according to your preferences.

3. Security

We are committed to ensuring that your personal information is secure. In order to prevent unauthorized access, alteration, disclosure, or destruction, we have put in place appropriate physical, electronic, and managerial safeguards to secure the information we collect online.

All payment transactions are encrypted using Secure Sockets Layer (SSL) technology through PCI-DSS compliant payment gateways.

4. How We Use Cookies

A cookie is a small file which asks permission to be placed on your computer's or mobile device's hard drive. Once you agree, the file is added, and the cookie helps analyze web traffic or lets you know when you visit a particular site.

Cookies allow web applications to respond to you as an individual. The application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences.

- **Traffic & Analytics Cookies:** We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website to better meet customer needs. This information is used strictly for statistical analysis and performance optimization.
- **Functional Cookies:** These enable core store functionalities, such as retaining items in your shopping cart, saving user preferences, and keeping you logged into your account during a session.
- **Targeting & Advertising Cookies:** These cookies record your visit to our site, the pages visited, and links followed to deliver relevant advertisements and measure campaign effectiveness.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Managing Cookies

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline or clear cookies if you prefer. However, disabling cookies may prevent you from taking full advantage of the features on www.laopala.in (such as placing orders or maintaining a persistent cart).

5. Links to Other Websites

Our website may contain links to third-party websites of interest (such as payment gateways, logistics partners, or social media networks). However, once you use these links to leave our website, you should note that we do not have any control over that external website.

Therefore, La Opala cannot be responsible for the protection and privacy of any information which you provide while visiting such sites, and such sites are not governed by this privacy policy. You should exercise caution and review the privacy statement applicable to the website in question.

6. Data Protection & Grievance Redressal

In accordance with the Information Technology Act, 2000, the Digital Personal Data Protection (DPDP) framework, and rules made thereunder, the contact details of our Customer Support for privacy concerns are provided below:

- **Company Name:** La Opala RG Limited
- **Website:** www.laopala.in
- **Email:** info@laopala.in
- **Address:** La Opala RG Limited, Eco Center, 8th Floor, EM Block, Sector V, Salt Lake, Kolkata, West Bengal - 700091, India.