

## PRIVACY POLICY

This website is owned and operated by Growel Feeds Private Limited having its registered office at R.S. no. 57 & 58, Chevuru Village, Sriharipuram Panchayat, Mudinepalli Mandal, Eluru District, Andhra Pradesh 521329 (*hereinafter referred to as 'Growel'*).

By visiting and / or by providing your information at <https://growelgroup.com/>, you consent to the collection and use of the information you disclosed at <https://growelgroup.com/> in accordance with this Privacy Policy, including but not limited to your consent for sharing your information as per this privacy policy.

Growel respects your privacy. This Privacy Policy provides briefly the type of information that Growel may collect from you when you access or use their website as well as the practices used for collecting, using, protecting and disclosing such information. Thus, we recommend you read this policy carefully to understand Growel's policies and practices regarding your information. By accessing the services provided by the Site you agree to the collection and use of your data by Growel in the manner provided in this Privacy Policy.

This privacy statement applies to your personal information collected or processed through the websites, mobile applications, and other services and products that collect or process data and display this statement belonging to Growel and its group of companies, entities, associates, and affiliates. This statement does not apply to such entities' websites, mobile applications, and other services and products that do not display or include a link to this privacy statement or that have their own privacy statement. This privacy statement applies to your personal information, which is any information or combination of information that could reasonably be used to identify you.

### INFORMATION WE COLLECT

Growel collects personal information when you register with <https://growelgroup.com/>, when you visit <https://growelgroup.com/>, pages or otherwise, the information may include, but is not limited to, **personal data** like; demographic and other personally identifiable information (such as your name, address, email address, phone number, birth date, gender, zip /pin code, your pet details etc.) and any other information that you may share when entering contests, surveys, feedbacks etc. **financial details** (such as credit card, debit card, bank account details, name, billing address, shipping address, phone number etc.) that you may choose to provide on this website or the Third-Party Sources/payment Gateways to complete your transaction unless the option of Cash on Delivery (COD) has been provided or opted by you. Growel will use your financial information only to complete a transaction. If you connect your account to social networking sites (*like; Facebook, Instagram, Twitter, Google etc.*) Growel may collect details like your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts and it may also include the contact information of anyone you invite to use and/or visit <https://growelgroup.com/> or join Growel community. While accessing <https://growelgroup.com/> from your mobile, to optimize your experience and thereby serve you better, Growel may need your device permission to get information about your device, like OS (operating System) name, mobile network, device identifier etc. Besides, <https://growelgroup.com/> automatically receives and records information on our server logs from your browser, including your IP address, the page you request, information about the pages on the site you visit/access, the links you click on the site, the number of times you access the page and any such browsing information, browser type, browser version, unique device identifiers and other diagnostic data. When you access through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

### USE OF INFORMATION

Growel uses this information inter alia to customize the content you see on the site or through personal emails, fulfil your requests for products and services, improve our services, contact you, or send emails containing advertisements and newsletters suo-moto, Growel will also provide this information to its business associates and partners to get in touch with you when necessary to provide the services requested by you. Growel will use this information to preserve transaction history as governed by existing law or policy. Growel may also use contact information internally to direct its efforts for product improvement, to contact you as a survey respondent, and to send you promotional materials from its contest sponsors or advertisers. Growel will also use this information to serve various promotional and advertising materials to you via display advertisements through the Google Ad

network on third party websites. You can opt out of Google Analytics for Display Advertising and customize Google Display network ads using the Ads Preferences Manager.

We may use information collected about you inter alia for the following purposes:

- To create, manage and giving access to you to your account at <https://growelgroup.com/>
- For the undertaking the purchase of the products, items or services you have purchased/ordered or enquired about.
- To contact you by email, telephone calls, SMS, WhatsApp, or other means of electronic communication, regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- To notify you about the news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about.
- To Process payments and refunds.

## **DISCLOSURE OF INFORMATION**

Growel does not rent, sell or share your personal information and will not disclose any of your personally identifiable information to third parties. In cases where it has your permission to provide products or services you've requested, and such information is necessary to provide these products or services the information may be shared with its business associates and partners. Growel may use this information for promotional offers, to help investigate, prevent, or act regarding unlawful and illegal activities, suspected fraud, potential threat to the safety or security of any person, to protect the rights, property, and safety of others, to defend against legal claims; special circumstances such as compliance with subpoenas, court orders, requests/order from legal authorities or law enforcement agencies requiring such disclosure or as may be permitted or required by any applicable laws, rules or regulations. We may share your information with third parties that perform services for us as per our agreed terms including payment processing and financial information. We may share your information with third parties for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

## **EMAILS AND COMMUNICATIONS**

If you no longer wish to receive correspondence, emails, or other communications from Growel, you may opt-out by:

- Noting your preferences at the time you register your account with Growel
- Logging into your account settings and updating your preferences.
- Contacting us using the contact information provided below.

## **SECURITY**

Growel is committed to protecting your Data in our custody and take reasonable steps to ensure appropriate physical, technical and managerial safeguards are in place to protect your Data from unauthorized access, alteration, transmission and deletion. Growel, has in place appropriate physical, electronic, and managerial procedures to protect against the loss, misuse, and alteration of the information under its control. Although Growel will endeavour to safeguard the confidentiality of your personally identifiable information, but transmissions made by means of the Internet cannot be made fully secure. By using this site, you agree that Growel will have no liability for disclosure of your information due to errors in transmission or unauthorized acts of third parties.

## **LINKS TO OUR WEBSITE BY OTHER WEBSITES**

<https://growelgroup.com/> may contain links to other Web sites. **Growel** is not responsible for the privacy practices of such Web sites which it does not own, manage or control. <https://growelgroup.com/> and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on someone's past visits to <https://growelgroup.com/>. The links to other websites/portals available at <https://growelgroup.com/> have been placed for your convenience. Growel is not responsible for the contents and reliability of the linked websites and does not necessarily endorse the views expressed in them. Mere presence of the link or its listing on this website should not be assumed as endorsement of any kind. Growel cannot guarantee that these links will work all the time and we have no control over availability of linked pages.

## **YOUR INFORMATION**

If you choose to share data about yourself via your profile, online chat, or other interactive areas of <https://growelgroup.com/>, please be advised that all data you disclose in these areas is private.

To correct or update any information you have provided, you can send an e-mail to: [customercare@growelfeeds.com](mailto:customercare@growelfeeds.com) Should you so desire, at any time, you may review or change the information in your account or terminate your account by:

- Logging into your account settings and updating your account.
- Writing to us at [customercare@growelfeeds.com](mailto:customercare@growelfeeds.com) .

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

## **POLICY UPDATES**

Growel reserves the right to change these terms and conditions from time to time without any obligation to inform you and it is your responsibility to look through them as often as possible. Such changes shall be effective immediately upon posting to the Site. You are requested to review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Application after the date such revised Privacy Policy is posted. All rights including copyright, in this website, are owned by Growel. Any use of this website or its contents, including copying or storing it in whole or part without the permission of Growel is prohibited.

## **TRACKING TECHNOLOGIES**

“Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier.

We use cookies, permissions and other trackers in our website and mobile applications that are used to collect and process data about you so we can provide you a better online experience as well as improve our services in terms of personalised offers. Cookie technology helps us deliver content tailored to a visitor’s interests, and allows us to make ordering products, entering and participating in sweepstakes and contests, and offering other functions at our site easier for our visitors. Where permitted, we may associate personal information with a cookie file in such instances. You may choose to decline cookies, but this would disable the scope of experiencing the entire feature of the website and application. Hence, we recommend that you leave them turned on. Additionally, we may use third-party software to serve ads on the platform, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about cookies, and how to disable cookies, visit <https://www.cookiesandyou.com/>.

“Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

“Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

## **CONTACT US**

For any further queries and complaints related to privacy under applicable laws and regulations, you could reach us at: [customercare@growelfeeds.com](mailto:customercare@growelfeeds.com)