COOKIE POLICY

COOKIE TERMS AND CONDITION:

Cookie Policy for DIIPAM, a trade name of **Sri GuruVijeta Infinite LLP**

Effective Date: 19-10-2025

INTRODUCTION

At **DIIPAM**, a trade name of **Sri GuruVijeta Infinite LLP** ("we," "us," or "our") , we are committed to ensuring that your privacy is protected. This Cookie Policy explains how we use cookies and similar technologies on our e-commerce website ("Website") to enhance your user experience, provide personalized content and ads, and ensure the website functions efficiently. This policy applies to all users of our website, regardless of location.

WHAT ARE COOKIES?

Cookies are small text files that are placed on your device when you visit our website. They help us understand how you interact with our website, remember your preferences, and provide a more personalized experience. Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your device for a set period or until you delete them, while session cookies are deleted once you close your browser.

WHY WE USE COOKIES

We use cookies to elevate your browsing experience and provide customized services. The main purposes for which we use cookies include:

- **User Experience**: Ensure faster page loading, ease of navigation, and optimized viewing across devices.
- **Personalization**: Recommend products, deliver tailored content, and show ads based on your preferences and browsing history.
- **Analytics**: Track interactions on our website to improve its functionality, performance, and effectiveness.
- **Security**: Protect our website from fraudulent activities and unauthorized access.

TYPES OF COOKIES WE USE

1. **Essential Cookies**
   These cookies are necessary for the operation of our website. They enable basic functions like page navigation, secure access to protected areas, and transaction processing. Without these cookies, our website cannot function properly.
2. **Performance and Analytics Cookies**
   We use these cookies to collect information about how visitors use our website, such as which pages are visited most often, how users navigate through the Website, and if they receive error messages from web pages. This information is aggregated and anonymous, helping us improve our website's performance.

3. **Functional Cookies**
Functional cookies allow the Website to remember choices you make (such as your username, language, or region) and provide enhanced, more personalized features. These cookies can also be used to remember changes you have made to text size, fonts, and other parts of web pages that you can customize.
4. **Targeting and Advertising Cookies**
These cookies are used to deliver content and advertisements more relevant to you and your interests. They can also be used to limit the number of times you see an advertisement and help measure the effectiveness of an advertising campaign. These cookies are placed by third-party advertising networks with our permission.
5. **Social Media Cookies**
Our website integrates with social media platforms (e.g., Facebook, Instagram, Pinterest), which may set cookies on your device. These cookies allow you to share content with your network on social media platforms and track your interaction with our content.

THIRD-PARTY COOKIES

We may also allow third-party service providers to place cookies on your device when you visit our website. These third-party cookies are used for various purposes, including analytics, advertising, and social media integration. We do not have control over these cookies, and we encourage you to review the cookie policies of these third-party providers.

YOUR CHOICES AND MANAGING COOKIES

You have the right to choose whether or not to accept cookies. You can manage your cookie preferences by adjusting your browser settings to refuse or delete cookies. However, please note that disabling cookies may affect the functionality and performance of our Website.

Browser Settings: Most web browsers allow you to control cookies through their settings. You can configure your browser to refuse cookies, delete existing cookies, or alert you when cookies are being sent. Each browser is different, so to learn more about how to manage cookies on your browser, visit the following links:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Edge](#)

DATA PROTECTION AND PRIVACY

We are committed to protecting your personal data. For more information on how we collect, use, and store your personal information, please refer to our [Cookie Privacy Policy.](#)

INTERNATIONAL AND INDIAN COMPLIANCE

Our cookie practices comply with the applicable laws and regulations, including:

- **General Data Protection Regulation (GDPR) (EU):** We comply with the GDPR, ensuring that we obtain your explicit consent for non-essential cookies and provide you with the ability to withdraw your consent at any time.
- **California Consumer Privacy Act (CCPA) (US):** For California residents, we adhere to the CCPA by providing you with the right to opt-out of the sale of personal information collected through cookies.
- **Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 (India):** In compliance with Indian regulations, we ensure that your data is stored securely and is not shared without your consent, except as required by law.

CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time to reflect changes in our practices or legal requirements. We encourage you to review this policy periodically to stay informed about how we use cookies.

CONTACT US

If you have any questions or concerns about our use of cookies, please contact us at:

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