

COOKIE PRIVACY POLICY

Cookie Privacy 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 respect your privacy and are dedicated to providing a secure, personalized experience on our website, accessible globally. This Cookie Privacy Policy explains how we collect, use, and protect information derived from cookies and similar tracking technologies to enhance your interaction with DIIPAM'S luxurious product offerings.

INFORMATION WE COLLECT THROUGH COOKIES

We may collect the following information to provide you with a premium, personalized experience:

- **Personal Information:** Contact information (such as name, email address, billing and shipping address) provided during purchase or registration.
- **Browsing Data:** Information about the pages you view, time spent on each page, and the pathways taken through the site.
- **Preferences and Personalization Data:** Data about your preferred language, region, font size, and customized settings that improve your browsing experience.
- **Behavioral Data:** Information on your browsing habits, product interests, and engagement, which helps us tailor recommendations, content, and ads to your preferences.
- **Device and Technical Data:** Data regarding the type of device you use, browser type, operating system, and network settings, ensuring optimized performance across devices.

USE OF COOKIES

Cookies are small data files placed on your device to help us deliver a customized experience. Our website uses cookies to:

- Personalize content, product recommendations, and advertisements.
- Improve loading times and optimize functionality.
- Analyze website performance and user behavior.
- Ensure website security.

For detailed information, please refer to our [Cookie Policy](#).

HOW WE USE COOKIE-DERIVED INFORMATION

We use cookie-derived Information to:

- **Enhance User Experience:** Tailor the website for seamless navigation, faster load times, and a consistent experience across all devices.
- **Order Processing and Customer Support:** To fulfil purchases and assist with inquiries.
- **Personalization:** Provide customized content, ads, and product recommendations suited to your preferences and interests.
- **Analytics and Performance Optimization:** Analyze website usage, track interactions, and improve overall functionality based on aggregated insights.
- **Security:** Safeguard transactions, prevent unauthorized activity, and maintain a secure browsing environment.

SHARING COOKIE INFORMATION WITH THIRD PARTIES

We may share information with trusted third parties who provide services such as Payment Processors, Analytics Providers, Advertising Networks and Marketing Support. These parties are bound by confidentiality agreements and use your data only for the respective purposes.

MANAGING YOUR COOKIES AND DATA

You have control over cookies and can disable or delete them through your browser settings. Note that doing so may impact your experience on our site. For help managing cookies, see our [Cookie Policy](#).

DATA SECURITY, PROTECTION AND COMPLIANCE

At **DIIPAM**, a trade name of **Sri GuruVijeta Infinite LLP** adheres to global privacy standards, including:

- **General Data Protection Regulation (GDPR):** Providing users in the EU with the right to manage cookies and request data access or deletion.
- **California Consumer Privacy Act (CCPA):** Giving California residents the right to opt out of the sale of personal information collected through cookies.
- **Indian Data Protection Standards:** Complying with Indian laws to ensure secure data handling.

We employ strict security measures to protect cookie-derived data. Your information is safeguarded through encryption, secure networks, and limited access protocols, ensuring a safe environment for all **DIIPAM** users globally.

CHANGES TO OUR COOKIE PRIVACY POLICY

DIIPAM, a trade name of **Sri GuruVijeta Infinite LLP** may update this Cookie Privacy Policy to reflect changes in technology, legal requirements, or our business practices. We encourage you to review this policy periodically for the latest information.

CONTACT US

For any questions or concerns about our Cookie Privacy Policy or how we handle your data, please reach out to us:

DIIPAM, a trade name of **Sri GuruVijeta Infinite LLP**

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