

TERMS AND CONDITIONS FOR USER DATA USAGE AND STORAGE

Effective Date: 19-10-2025

1. INTRODUCTION

Welcome to **DIIPAM**, a trade name of **Sri GuruVijeta Infinite LLP**. By creating an account, using our services, or interacting with our platform, you agree to these Terms and Conditions for data usage and storage. These terms outline how we collect, use, store, and manage your data to provide seamless services and enhance your experience.

We prioritize your privacy and are committed to handling your personal data responsibly and in compliance with applicable international data protection laws.

2. INFORMATION WE COLLECT

We collect the following types of personal data to deliver and improve our services:

1. Account Information:

- Name, username, email address, and mobile number for account creation, login, and profile management.

2. Search Activity Data:

- Information on searches performed within the platform to enhance marketing strategies and provide personalized recommendations.

3. Purchase History:

- Details of past transactions stored in your profile for order tracking, reordering, and recommendations.

4. Order Tracking Information:

- Current and completed order details for real-time tracking and historical reference.

5. Delivery Address:

- Saved addresses for faster checkout and seamless delivery.

6. Payment Information:

- Payment preferences and saved methods (e.g., credit/debit cards or wallets) for streamlined transactions.

7. Referral Information:

- Data related to referrals you make through our platform, including associated rewards.

8. Reward Points:

- Information on points earned through purchases and their redemption for rewards.

3. PURPOSE OF DATA USAGE

We process your data for the following purposes:

- 1. Account Management:**
 - To create and manage user accounts, enabling login and personalized profiles.
- 2. Order and Purchase Management:**
 - To facilitate order placement, tracking, and history reference.
- 3. Personalized User Experience:**
 - To recommend products or services based on your search activity and purchase history.
- 4. Streamlined Checkout:**
 - To save delivery addresses and payment options for faster, convenient checkouts.
- 5. Referral Program Management:**
 - To track and reward referrals made through your account.
- 6. Loyalty Rewards:**
 - To store, track, and redeem reward points accrued through purchases.
- 7. Marketing and Analytics:**
 - To analyze user behavior, improve our services, and tailor marketing strategies to your preferences.

4. DATA RETENTION

We retain your personal data only for as long as necessary to fulfil the purposes described above or as required by applicable laws. After this period, data will be securely deleted or anonymized.

5. LEGAL BASIS FOR PROCESSING

We process your personal data under the following legal bases:

- 1. Consent:**
 - When you provide explicit consent for specific activities (e.g., email marketing or saving payment details).
- 2. Contractual Necessity:**
 - To fulfil services and deliver products you request.
- 3. Legitimate Interests:**
 - To enhance platform functionality, improve customer experience, and conduct business operations.
- 4. Legal Compliance:**
 - To meet legal obligations or respond to lawful requests from authorities.

6. DATA SHARING

Your personal data may be shared under the following circumstances:

- 1. Service Providers:**
 - With trusted third parties for payment processing, delivery services, and analytics.
- 2. Legal Obligations:**
 - When required to comply with applicable laws or respond to legal requests.
- 3. User-Authorized Sharing:**
 - When you explicitly authorize sharing of your data with third parties.

7. DATA SECURITY

We implement advanced security measures to protect your data, including:

- Encryption of sensitive information during storage and transmission.
- Secure storage systems with restricted access.
- Regular security audits and compliance checks to ensure ongoing protection.

8. USER RIGHTS

Depending on your location and applicable laws, you may exercise the following rights:

- 1. Access:**
 - Request access to your personal data stored by us.
- 2. Correction:**
 - Update or correct inaccurate information.
- 3. Deletion:**
 - Request the deletion of your data, subject to legal and operational constraints.
- 4. Restriction:**
 - Limit the processing of your personal data under certain circumstances.
- 5. Portability:**
 - Receive a copy of your data in a portable format for transfer to another service provider.
- 6. Withdraw Consent:**
 - Revoke consent for specific data processing activities.
- 7. Lodge Complaints:**
 - File a complaint with your local data protection authority if your rights are violated.

9. COOKIES AND TRACKING TECHNOLOGIES

Our platform uses cookies and similar technologies to enhance your experience, analyze user behavior, and deliver personalized content. By using our services, you consent to the use of cookies as described in our [**Privacy Policy**](#).

10. UPDATES TO TERMS AND CONDITIONS

We reserve the right to update these Terms and Conditions periodically. We will notify you of significant changes via email or on our platform. Continued use of our services after such updates constitutes your acceptance of the revised terms.

11. CONTACT INFORMATION

If you have any questions, concerns, or requests regarding these Terms and Conditions or your personal data, please contact us:

Email ID : support@diipam.com

Contact No : +91-8431117340

ACKNOWLEDGMENT

By using our services, you confirm that you have read, understood, and agreed to these Terms and Conditions for User Data Usage and Storage.
