

PRIVACY POLICY

Amaranthus India (Amaranthus/ “we”/“us”) through its website www.amaranthusindia.com is committed to protecting the privacy of our website visitors and customers. We ourselves being users of other websites fully appreciate and respect the importance of privacy on the Internet. This Privacy Policy describes the kind of information Amaranthus collects about you and your use of the website and what we do with that information.

TYPE OF INFORMATION COLLECTED BY AMARANTHUS

Amaranthus collects several kinds of information about you when you visit and use our website. When we use the term “personal information” in this Privacy Policy, it refers to information that identifies you as a particular individual, such as your name, your physical postal address, your e-mail address, telephone number, and credit card numbers.

In addition to personal information, we collect information about your visits to and use of the website that is not personally identifiable. For example, our website uses cookies, which are small information files that are sent to your computer and stored on the hard drive. Cookies ease your use of the website and provide us with information about your use of the site - for example, the pages that you view. If you have registered with us, then your computer will store an identifying cookie which will save you time each time you re-visit www.amaranthusindia.com by remembering your e-mail address for you when you interact with the site. You can change the settings on your browser to prevent cookies being stored on your computer without your explicit consent. But if you do not permit your browser to accept cookies, you may not be able to take full advantage of the features of the website.

Below is a list of cookies that we use. You may choose to opt-out of any/ all cookies

- `_session_id` - unique token, sessional, allows Shopify to store information about your session (referrer, landing page, etc).
- `_shopify_visit`, - no data held, persistent for 30 minutes from the last visit, used by our website provider’s internal stats tracker to record the number of visits
- `_shopify_uniq` - no data held, expires midnight (relative to the visitor) of the next day, counts the number of visits to a store by a single customer
- `Cart` - unique token, persistent for 2 weeks, stores information about the contents of your cart.
- `_secure_session_id` - unique token, sessional
- `storefront_digest` - unique token, indefinite if the shop has a password, this is used to determine if the current visitor has access.

We may also collect the IP address through which you access the Internet to use our website. Your IP address is typically provided by your Internet service provider, your employer or the business or institution that provides you with access to the Internet. An IP address is not, by itself, personal information. We may use IP addresses to collect information regarding the frequency with which you and other guests visit the site, the pricing applicable to your location, and the patterns of site use. We may also combine IP addresses with personal information. To the extent that your IP address is combined with personal information, it will be treated as personal information.

The website may also collect non-personal information through other technical methods. We use non-personal information collected through technology for a number of purposes, including tracking and enhancing your experience on our website. We also may use the information gathered by technology to analyse the traffic patterns on our site, such as the frequency with which you and others visit various parts of the site. We may send HTML e-mails to you if you’ve registered with us, and those e-mails may contain data or routines that allow us to determine whether you have opened those e-mails, clicked on links in

those e-mails or forwarded those e-mails to others. We may disclose aggregate/ statistics about the number of visitors to this site or number of purchases made as required by our investors.

We may also, from time to time use the services of independent measurement and research company to gather data regarding the visitors to this site on our behalf using cookies and code which is embedded in the site. Both the cookies and the embedded code provide statistical information about visits to pages on the site, the duration of individual page views, paths taken by visitors through the site, data on visitors' screen settings, and other general information. The Company uses and stores this type of information, along with that obtained from other cookies used on the site, to help it improve services to its users.

YOUR CONSENT

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent or provide you with an opportunity to refuse.

HOW WE USE PERSONAL INFORMATION

Except as described below, we will not sell, rent, license or transfer your personal information to any third party. We may provide your personal information to third parties who assist us in providing services to you, including fulfilling orders placed through the website- for example, shippers, warehouse operators, customer service providers, credit card issuers, or others involved in fulfilling orders you place on the site, or in responding to inquiries you make through the site.

We may also use your personal information to send you promotional materials about goods and services we offer. If you have made a purchase from our store we may occasionally update you on our latest products, news and special offers via e-mail, post & telephone. You will also be given the opportunity to receive such communications from us and selected third parties when you become a member of Amaranthus. These materials and information may be sent to you by postal mail, e-mail or other means. As described below, you may opt out of receiving these communications.

We may also take personal information and make it non-personally identifiable. We may, for instance, remove information from your personal information that does not identify you - for example, your age or gender - or we may combine elements of your personal information that do not identify you with non-personal information of other users of our site. Our use of this depersonalized or aggregated information is not restricted.

If we are under a duty to do so, we may disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms of business, or to protect the rights, property, or safety of Amaranthus, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

In the event that Amaranthus sells or buys any business or assets, or if Amaranthus is merged or otherwise combined or consolidated with another business, its equity is sold, or substantially all of its assets are acquired by a third party, in which case personal data which we hold about our customers may be transferred to the acquiring party.

PHYSICAL TRANSFER OF PERSONAL INFORMATION

The information that we collect from you may be transferred to, and stored at a destination outside the region in which you live. Personal information may also be processed by staff, operating outside the area in which you are located, who work for Amaranthus or one of our suppliers. Such processing may, for example, be required in order to fulfil your order, process your payment details, or provide support services.

SHOPIFY INC.

Our website is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

THIRD PARTY SITES

Our website may contain links to and from the websites of our partner networks, advertisers and other third parties. If you follow a link to any of these websites, please note that they may have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check their policies before you submit any personal data to these websites. In particular, remember that certain these parties may be located in or have facilities that are located in a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

PAYMENT

If you choose a direct payment gateway to complete your purchase, Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction, after which the data is deleted.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may want to read Shopify's Terms of Service (<https://www.shopify.com/legal/terms>) and Privacy Statement (<https://www.shopify.com/legal/privacy>).

COMMUNICATION AND MARKETING

All members of Amaranthus have the option to opt out of receiving marketing communications from us and/ or selected third parties.

CHECKING YOUR DETAILS OR OPTING OUT

If you wish to verify the details you have submitted to us you may do so by [contacting us](#). Our security procedures mean that we may request proof of identity before we reveal information. This proof of identity will take the form of your e-mail address and password submitted upon registration. You must therefore keep this information safe as you will be responsible for any action which we take in response to a request from someone using your e-mail and password. We would strongly recommend that you do not use the browser's password memory function as that would permit other people using your terminal to access your personal information. Once we have verified your identity, you will be able to access and update the contact information you gave us during registration, or modify any marketing or other choices

you have made when registering with our site, or opting out of participation in the site services. You may also unsubscribe from certain e-mail communications by clicking on unsubscribe links in those e-mails. Please note that even if you elect to terminate your registration with the site, we may retain your personal information for legal or other reasons. The treatment of that retained personal information will at all times be governed by this Privacy Policy.

DISCLAIMER

The security and confidentiality of your information is important to us. We have implemented technical, administrative, and physical security measures to protect personal information from unauthorized access and improper use. From time to time, we review our security procedures. Despite our efforts, no security measures are perfect or impenetrable. Unfortunately, the transmission of information via the Internet is not completely secure, and we cannot guarantee the security of data transmitted to our site. Any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

AMENDMENTS

We reserve the right to amend this Privacy Policy at any time. Changes and clarifications will take effect immediately upon their posting on the website. If we amend this Privacy Policy to permit material changes in the way we collect, use, and/ or share your personal information, we will notify you of these changes by sending you an e-mail at the last e-mail address that you provided to us, and/ or by prominently posting notice of such amendment on the website.

CONTACTING US

We are always grateful for any time you spend providing us with feedback to ensure our customers are always satisfied – we want you to return to our website and to recommend us to others. If you have any questions or feedback about this statement, or if you would like us to stop processing your information, please [contact us](#). We will be happy to answer any questions that you may have.