

PUSHPIT

PRIVACY POLICY

Effective Date: 5 July 2026

Website: <https://pushpit.co.in>

Welcome to **PUSHPIT** (“PUSHPIT”, “we”, “our”, or “us”). We are committed to protecting your privacy and handling your personal information with transparency, integrity, and responsibility. This Privacy Policy explains how we collect, use, store, disclose, and protect your personal information when you access or use our website, <https://pushpit.co.in> (“Website”), purchase our products, communicate with us, or otherwise interact with our services.

By accessing or using this Website, you acknowledge that you have read, understood, and agreed to the terms of this Privacy Policy. If you do not agree with this Privacy Policy, please discontinue your use of the Website.

1. Definitions

For the purposes of this Privacy Policy:

- “Company,” “PUSHPIT,” “we,” “our,” or “us” refers to PUSHPIT.
 - “Website” refers to <https://pushpit.co.in>.
 - “User,” “Customer,” “you,” or “your” refers to any individual accessing or using the Website.
 - “Personal Information” or “Personal Data” means any information capable of identifying an individual, either directly or indirectly, in accordance with the Digital Personal Data Protection Act, 2023 (“DPDP Act”).
 - “Data Principal” means the individual to whom the personal data relates — that is, you.
 - “Services” refers to all products, features, content, and services offered through the Website.
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2. Information We Collect

We collect information that you voluntarily provide, information collected automatically through your interaction with our Website, and information necessary to fulfil your orders.

A. Personal Information

- Full Name
- Email Address
- Mobile Number
- Billing Address
- Shipping Address
- City, State, and Postal Code
- Order History
- Customer Support Communications

Providing this information is voluntary. However, certain information is necessary for processing and delivering your orders, and without it we may be unable to fulfil your request.

B. Payment Information

Payments made on our Website are securely processed through **Razorpay**, our authorized payment gateway partner.

PUSHPIT does **not** collect, process, or store your complete debit card number, credit card number, CVV, UPI PIN, internet banking credentials, or any other confidential payment authentication data. Such information is collected and processed directly by Razorpay in accordance with its own privacy policy and applicable payment security standards, including RBI guidelines on payment data storage.

C. Automatically Collected Information

When you visit our Website, certain technical information may be collected automatically, including:

- IP Address
- Browser Type and Version
- Device Information
- Operating System
- Language Preferences
- Pages Visited
- Time Spent on Pages
- Referring Website
- Date and Time of Visit
- Clickstream Data
- Session Information

This information helps us understand how our Website is used and allows us to improve its functionality, security, and performance.

3. Cookies

Our Website uses cookies and similar tracking technologies to improve your browsing experience. Cookies may be used to:

- Maintain website functionality
- Remember your preferences
- Improve website performance
- Understand visitor behaviour
- Measure website traffic
- Enhance user experience

You may disable cookies at any time through your browser settings. However, certain features of the Website may not function properly if cookies are disabled.

4. Google Analytics

We use **Google Analytics**, a web analytics service provided by Google, to better understand how visitors interact with our Website. Google Analytics may collect information including pages visited, session duration, device type, browser information, approximate geographic region, traffic sources, and website interaction patterns. This information is aggregated and does not personally identify individual users.

The information collected through Google Analytics is used solely to improve the performance, functionality, and user experience of our Website. Google's use of this information is governed by Google's own Privacy Policy.

5. How We Use Your Information

We may use your information for purposes including, but not limited to:

- Processing and confirming orders
- Shipping and delivering products
- Providing customer support
- Responding to enquiries
- Sending transactional communications and shipping updates
- Managing returns and refunds
- Improving our products and services
- Enhancing Website performance and security
- Detecting fraudulent or unauthorized activity
- Complying with applicable legal obligations
- Sending promotional communications, where permitted by law or with your consent

We process only such personal information as is reasonably necessary, and proportionate, for these purposes.

6. Legal Basis for Processing and Your Consent

In accordance with the Digital Personal Data Protection Act, 2023, we process your personal information on the basis of your **consent**, given at the time you provide your information (for example, while placing an order or signing up for updates), or where processing is otherwise permitted under the Act, such as for compliance with a legal obligation.

Withdrawing your consent: You may withdraw your consent to the processing of your personal information at any time by writing to us at care.pushpit@gmail.com. Withdrawal of consent will not affect the lawfulness of any processing carried out prior to withdrawal, and PUSH PIT may be entitled to continue processing certain information where necessary to comply with a legal obligation (for example, tax or invoicing records) or to complete an order already placed.

7. Disclosure of Information

We respect your privacy and do not sell, rent, lease, or trade your personal information to third parties for commercial marketing purposes.

Your information may be shared only where reasonably necessary, and only to the extent required, with:

- Payment service providers (such as Razorpay)
- Courier and logistics partners
- Technology and website hosting providers
- Analytics providers (such as Google Analytics)
- Government authorities or regulatory bodies, where required by applicable law
- Professional advisors, where necessary for legal or business purposes

All third-party service providers engaged by us are expected to process personal information only to the extent necessary to provide their respective services, and in a manner consistent with applicable data protection law.

8. Data Security

We maintain appropriate administrative, technical, and organizational safeguards designed to protect your personal information against unauthorized access, disclosure, alteration, misuse, or destruction.

Despite our efforts, no method of electronic transmission or storage is entirely secure. Accordingly, while we use commercially reasonable security measures, we cannot guarantee absolute security of information transmitted to or stored on our Website.

In the event of a personal data breach that is likely to result in harm to you, we will take reasonable steps to notify you and the relevant authority (the Data Protection Board of India), where required under the DPDP Act, without undue delay.

9. Data Retention

We retain personal information only for as long as reasonably necessary to fulfil the purpose for which it was collected, or as required by law. As a general practice:

- Order, billing, and transaction records are retained for a period of **seven (7) years**, in line with applicable Indian tax and accounting record-keeping requirements.
- Customer support communications are retained for up to **two (2) years** from the date of resolution, to assist with any follow-up queries or disputes.
- Automatically collected technical and analytics data is retained in accordance with the default retention settings of the relevant service provider (for example, Google Analytics), unless deleted earlier upon request.

Where personal information is no longer required for these purposes, it will be securely deleted, anonymized, or otherwise disposed of.

10. Your Rights

As a Data Principal under the Digital Personal Data Protection Act, 2023, and subject to applicable law, you have the right to:

- Access a summary of the personal information we hold about you and the processing activities undertaken.
- Request correction, completion, or updating of your personal information.
- Request erasure of your personal information, where it is no longer necessary for the purpose for which it was collected and there is no legal requirement to retain it.
- Withdraw your consent at any time, as described in Section 6 above.
- Nominate another individual to exercise these rights on your behalf, in the event of your death or incapacity.
- Register a complaint regarding the processing of your personal information.
- Opt out of promotional communications at any time.

To exercise any of these rights, please write to us at care.pushpit@gmail.com with sufficient detail to allow us to verify your identity and locate your information. We aim to acknowledge such requests promptly and resolve them within a reasonable period, and in any case within **30 days**, save where a longer period is reasonably necessary due to the nature of the request.

If you are not satisfied with our response, you may approach the Data Protection Board of India, once constituted and operative under the DPDP Act, 2023.

11. Children's Privacy

Our Website and products are intended for general consumers and are not directed at children. Under the DPDP Act, 2023, an individual below the age of **eighteen (18) years** is treated as a child, and processing of a child's personal information requires verifiable consent from a parent or lawful guardian.

We do not knowingly collect personal information from individuals we know to be under 18 years of age without such verifiable parental or guardian consent. If we become aware that we have inadvertently collected personal information from a child without appropriate consent, we will take reasonable steps to promptly delete such information. If you believe a child has provided us with personal information, please contact us at care.pushpit@gmail.com.

12. Third-Party Websites

Our Website may contain links to third-party websites or services for your convenience. PUSHPIT does not control, and is not responsible for, the privacy practices, content, or policies of such third-party websites. We encourage you to review the privacy policies of those websites before sharing any personal information with them.

13. International Users

Our Website is operated from India. If you access the Website from outside India, you understand and acknowledge that your information may be transferred to, stored, and processed in India, where data protection laws may differ from those in your jurisdiction. By using the Website, you consent to such transfer, storage, and processing.

14. Compliance with Applicable Laws

PUSHPIT processes personal information in accordance with applicable Indian law, including the Digital Personal Data Protection Act, 2023, the Information Technology Act, 2000 and rules made thereunder, and other applicable laws and regulations in force in India, as may be amended or replaced from time to time.

15. Changes to this Privacy Policy

We reserve the right to modify, revise, or update this Privacy Policy at any time. Any revisions shall become effective immediately upon publication on this page, unless otherwise stated. Where changes are significant, we will take reasonable steps to bring them to your attention, such as through a notice on the Website.

Your continued use of the Website following any modification constitutes your acceptance of the revised Privacy Policy. We encourage you to review this Privacy Policy periodically.

16. Contact Us

If you have any questions, concerns, requests, or complaints regarding this Privacy Policy or the processing of your personal information, including any request to access, correct, erase, or withdraw consent over your data, you may contact us at:

PUSHPIT

Website: <https://pushpit.co.in>

Email: care.pushpit@gmail.com

We will make reasonable efforts to respond to legitimate privacy-related requests within a reasonable period, and in any event within the timeline described in Section 10 above, subject to applicable law.

17. Consent

By accessing, browsing, registering on, or using the Website, placing an order, or otherwise interacting with PUSHPIT, you acknowledge that you have read, understood, and agreed to this Privacy Policy, and you consent to the collection, use, storage, disclosure, and processing of your personal information in the manner described herein.

Governing Law

This Privacy Policy shall be governed by and construed in accordance with the laws of India. Any dispute arising out of, or relating to, this Privacy Policy shall be subject to the exclusive jurisdiction of the competent courts having jurisdiction in **Varanasi, Uttar Pradesh, India**.

At PUSHPIT, we believe that trust is fundamental to every relationship. We are committed to handling your personal information responsibly and transparently, while continuously striving to provide a safe, secure, and reliable experience for every visitor and customer.