

Privacy Policy

This website is brought to you by AV Systems. We take the privacy of our website users very seriously. Therefore, we ask that you read this Privacy Policy ('the Policy') carefully as it contains important information about how we will use your personal data.

The Policy forms an electronic contract within the provisions of the Information Technology Act, 2000 and does not require any physical, electronic or digital signature. By visiting this Website the User agrees to be bound by the terms and conditions of this Policy. In the event a User is not agreeable with the terms and conditions hereof, the User is requested to please refrain from using this Website.

This Policy shall, at all times be read and construed in consonance and along with the Terms and Conditions. This Policy is subject to change at any time without notice and the Website encourages its Users to review this policy periodically.

Personal data we may collect about you

We will obtain personal data about you (such as your name, address, payment information, email address, telephone number etc.) whenever you complete an online form for registration or make a payment to purchase our goods from the Website.

For example, we will obtain your personal data when you register to use this website, send us feedback, post material, contact us for any reason, sign up to a service, enter a competition, purchase goods or services.

We may monitor your use of this website through the use of cookies and similar tracking devices. For example, we may monitor how many times you visit, which pages you go to, traffic data, location data and the originating domain name of your internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually. Please see further the section on 'Use of cookies' below.

How we use your personal data

We will use your personal data for the following purposes:

1. to help us identify you and any accounts you hold with us
2. administration
3. research, statistical analysis and behavioural analysis
4. customer profiling and analysing your purchasing preferences
5. marketing—see ‘Marketing and opting out’ below
6. fraud prevention and detection
7. billing and order fulfilment
8. credit scoring and credit checking
9. customising this website and its content to your particular preferences
10. to notify you of any changes to this website or to our services which may affect you
11. security vetting
12. improving our services

Marketing and opting out

Unless you have asked us not to do so, we may contact you by mail, telephone, SMS, text/picture/video message, fax or email about our products, services, promotions, special offers and charitable causes which may be of interest to you. If you prefer not to receive any direct marketing communications from us, you can opt out at any time. See further ‘Your rights’ below.

Disclosure of your personal data

We may disclose your personal data to:

1. other companies within our group

2. our agents and service providers (eg providers of web hosting or maintenance services)
3. credit reference agents
4. law enforcement agencies in connection with any investigation to help prevent unlawful activity
5. our business partners in accordance with the ‘**Marketing and opting out**’ section above

Keeping your data secure

We will use technical and organisational measures to safeguard your personal data, for example:

1. access to your account is controlled by password and username which are unique to you
2. we store your personal data on secure servers
3. payment details are encrypted

Monitoring

We may monitor and record communications with you (such as telephone conversations and emails) for quality assurance, training, fraud prevention and compliance purposes.

Credit checking

To enable us and other companies in our group to make credit decisions about you [and members of your household] and for fraud prevention and money laundering purposes, we may search the files of credit reference and fraud prevention agencies who will record the search. If you provide false or inaccurate information and we suspect fraud, we will record this.

Information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

1. give consent on his/her behalf to the processing of his or her personal data
2. receive on his/her behalf any data protection notices
3. give consent to the transfer of his/her personal data abroad

Use of cookies

A cookie is a small text file which is placed onto your computer (or other electronic device) when you access our website. We use on this website to:

1. keep track of the items stored in your shopping basket and take you through the checkout process
2. recognise you whenever you visit this website (this speeds up your access to the site as you do not have to log on each time)
3. obtain information about your preferences, online movements and use of the internet
4. carry out research and statistical analysis to help improve our content, products and services and to help us better understand our visitor/customer's requirements and interests
5. target our marketing and advertising campaigns more effectively by providing interest-based advertisements that are personalised to your interests
6. make your online experience more efficient and enjoyable.

The information we obtain from our use of cookies will not usually contain your personal data. Although we may obtain information about your computer or other electronic device) such as your IP address, your browser and/or other internet log information, this will not usually identify you personally. In certain circumstances we may collect personal information about you – but only where you voluntarily provide it eg. by completing an online form or where you purchase goods or services from us.

In most cases we will need your consent in order to use cookies on this website. The exception is where the cookie is essential in order for us to provide you with a service you

have requested (eg to enable you to put items in your shopping basket and use our check-out process).

Consent

There is a notice on our home page which describes how we use cookies and which also provides a link to our Privacy Policy. If you use this website after this notification has been displayed to you we will assume that you consent to our use of cookies for the purposes described in this Privacy Policy.

The table below is designed to provide more information about the cookies we use and why:

How to turn off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website.

Your rights

You have the right, subject to the payment of a small fee, request access to personal data which we may process about you. If you wish to exercise this right you should:

1. put your request in writing
2. include proof of your identity and address (eg a copy of your driving licence or passport, and a recent utility or credit card bill)
3. specify the personal data you want access to, including any account or reference numbers where applicable.

You have the right to require us to correct any inaccuracies in your data free of charge. If you wish to exercise this right you should:

1. put your request in writing
2. provide us with enough information to identify you (eg. account number, username, registration details)
3. specify the information that is incorrect and what it should be replaced with.

You also have the right to ask us to stop processing your personal data for direct marketing purposes If you wish to exercise this right you should:

1. put your request in writing in an email sent to support@avake.in with a header that says 'Unsubscribe'
2. provide us with enough information to identify you (eg. account number, username, registration details)
3. if your objection is not to direct marketing in general, but to direct marketing by a particular channel (eg. email or telephone) please specify the channel you are objecting to

Sharing of your Information

Every User hereby expressly agrees and that the Website may share the Information collected from the them with its affiliates, employees, agents, third party service provider, sellers, suppliers, banks, payment gateway operators and such other individuals and institutions located within or outside India from time to time to ensure efficient management of User accounts, to detect and prevent identity theft and other illegal acts, to provide specialized, respond to legal, judicial, quasi judicial law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law and for such other purposes that the Website may deem fit from time to time.

Every User hereby represents and warrants that that sharing of such Information shall not cause any wrongful loss/gain or damage to either the User or to any third party.

Disclaimer

Whilst we will use all reasonable efforts to safeguard your personal data, you acknowledge

that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data which are transferred from you or to you via the internet.

Our contact details

We welcome your feedback and questions. If you wish to contact us, please send an email to support@avake.in or call us on +91 11 26382329.

We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version which will apply each time you access this website.

Grievance Redressal

The User may report violation of breach of privacy, Information or identity theft or grievances in relation to the Information shared, collected, stored or disseminated in accordance with this Policy, to the Grievance Officer appointed by the Website in accordance with the Information Technology Act, 2000 at the following:

Grievance Redressal:

Mr. Amit Kapoor

Email address: support@avake.in

Phone Number: +91 11 26382329 or +91 9320746101

Address: 7/29 Shyam Nagar, Okhla Phase 3, New Delhi 110020