

Mirakul.in Privacy Policy

Disclaimer: In the event of any discrepancy or conflict, the English version will prevail over the translation.

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We know that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This **Privacy Policy** describes how **Mirana Industries** Private Limited and its affiliates including Mirakul.in, (collectively "Mirakul") collect and process your personal information through Mirakul websites, devices, products, services, online marketplace and applications that reference this **Privacy Policy** (together "Mirakul Services").

By using Mirakul Services you agree to our use of your personal information (including sensitive personal information) in accordance with this **Privacy Policy**, as may be amended from time to time by us at our discretion. You also agree and consent to us collecting, storing, processing, transferring, and sharing your personal information (including sensitive personal information) with third parties or service providers for the purposes set out in this **Privacy Policy**.

Personal information subject to this **Privacy Policy** will be collected and retained by Mirakul, with a registered office at No 13/9/11, HSMI Industrial Estate, 5th Cross, Okalipuram, Bengaluru 560021.

What Personal Information About Customers Does Mirakul Collect?

We collect your personal information in order to provide and continually improve our products and services.

Here are the types of personal information we collect:

Information You Give Us: We receive and store any information you provide in relation to Mirakul Services. You can choose not to provide certain information, but then you might not be able to take advantage of many of our Mirakul Services.

Automatic Information: We automatically collect and store certain types of information about your use of Mirakul Services, including information about your interaction with content and services available through Mirakul Services. Like many websites, we use cookies and other unique identifiers, and we obtain certain types of information when your web browser or device accesses Mirakul Services and other content served by or on behalf of Mirakul on other websites.

Information from Other Sources: We might receive information about you from other sources, such as updated delivery and address information from our carriers, which we use to correct our records and deliver your next purchase more easily.

For What Purposes Does Mirakul Use Your Personal Information?

We use your personal information to operate, provide, develop, and improve the products and services that we offer our customers. These purposes include:

- **Purchase and delivery of products and services.** We use your personal information to take and fulfill orders, deliver products and services, process payments, and communicate with you about orders, products and services, and promotional offers.
- **Provide, troubleshoot, and improve Mirakul Services.** We use your personal information to provide functionality, analyze performance, fix errors, and improve the usability and effectiveness of the Mirakul Services.
- **Recommendations and personalization.** We use your personal information to recommend features, products, and services that might be of interest to you, identify your preferences, and personalize your experience with Mirakul Services.
- **Comply with legal obligations.** In certain cases, we collect and use your personal information to comply with laws. For instance, we collect from sellers information regarding place of establishment and bank account information for identity verification and other purposes.
- **Communicate with you.** We use your personal information to communicate with you in relation to Mirakul Services via different channels (e.g., by phone, e-mail, chat).
- **Fraud Prevention and Credit Risks.** We use personal information to prevent and detect fraud and abuse in order to protect the security of our customers, Mirakul, and others. We may also use scoring methods to assess and manage credit risks.

What About Cookies and Other Identifiers?

- To enable our systems to recognize your browser or device and to provide and improve Mirakul Services, we use cookies and other identifiers.

Does Mirakul Share Your Personal Information?

Information about our customers is an important part of our business and we are not in the business of selling our customers' personal information to others. We share customers' personal information only as described below and with Mirakul and subsidiaries that Mirakul controls that either are subject to this **Privacy Policy** or follow practices at least as protective as those described in this **Privacy Policy**.

- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders for products or services, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing payments, transmitting content, scoring, assessing and managing credit risk, and providing customer service. These third-party service providers have access to personal information needed to perform their functions, but may not use it for other purposes. Further, they must process the personal information in accordance with applicable law.
- **Business Transfers:** As we continue to develop our business, we might sell or buy other businesses or services. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing **Privacy Policy** (unless, of course, the customer consents otherwise). Also, in the unlikely event that Mirakul or **Mirana Industries** Private Limited or any of its affiliates, or substantially all of their assets are acquired, customer information will of course be one of the transferred assets.

- **Protection of Mirakul and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our agreements; or protect the rights, property, or safety of Mirakul, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Other than as set out above, you will receive notice when personal information about you might be shared with third parties, and you will have an opportunity to choose not to share the information.

How Secure Is Information About Me?

We design our systems with your security and privacy in mind.

- We work to protect the security of your personal information during transmission by using encryption protocols and software.
- We follow the Payment Card Industry Data Security Standard (PCI DSS) when handling payment card data.
- We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, processing, and disclosure of personal customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.
- It is important for you to protect against unauthorized access to your password and to your computers, devices and applications. Be sure to sign off when finished using a shared computer.

What Information Can I Access?

You can access your information, including your name, address, payment options, profile information, household settings, in the "Your Account" section of the website or mobile application.

What Choices Do I Have?

If you have any questions as to how we collect and use your personal information, please contact our Grievance Officer. Many of our Mirakul Services also include settings that provide you with options as to how your information is being used

- As described above, you can always choose not to provide certain information, but then you might not be able to take advantage of many of the Mirakul Services.
- The Help feature on most browsers and devices will tell you how to prevent your browser or device from accepting new cookies or other identifiers, how to have the browser notify you when you receive a new cookie or how to block cookies altogether. Because cookies and identifiers allow you to take advantage of some essential features of Mirakul Services, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any Services that require you to Sign in.

Are Children Allowed to Use Mirakul.in ?

Mirakul does not sell products for purchase by children and children are not allowed to use mirakul.in.

Conditions of Use, Notices , and Revisions

If you choose to use Mirakul Services, your use and any dispute over privacy is subject to this Notice and our Conditions of Use, including limitations on damages, resolution of disputes, and application of the prevailing law in India. If you have any concern about privacy at Mirakul, please contact us with a thorough description, and we will try to resolve it. Our business changes constantly and our **Privacy Policy** will change also. You should check our websites frequently to see recent changes.

Unless stated otherwise, our current **Privacy Policy** applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.

Examples of Information Collected

Information You Give Us When You Use Mirakul Services

You provide information to us when you:

- search or shop for products or services in our website;
- add or remove an item from your cart, or place an order through or use Mirakul.in;
- provide information in your account (and you might have more than one if you have used more than one e-mail address or mobile number when shopping with us) or your profile;
- configure your settings on, provide data access permissions for, or interact with an Mirakul device or service;
- communicate with us by phone, e-mail, or otherwise;
- complete a questionnaire, a support ticket, or a contest entry form;
- participate in Discussion Boards or other community features;
- specify a Special Occasion Reminder; or
- employ Product Availability Alerts, such as Available to Order Notifications.

As a result of those actions, you might supply us with such information as:

- identifying information such as your name, address and phone numbers;
- payment information;
- your age;
- your location information;
- your IP address;
- people, addresses and phone numbers listed in your Addresses;

- e-mail addresses of your friends and other people;
- content of reviews and e-mails to us;
- the personal description and photograph in your profile;
- information and officially valid documents regarding identity and address information, including PAN numbers;
- credit history information;
- corporate and financial information; and

Automatic Information

Examples of the information we collect and analyze include:

- the internet protocol (IP) address used to connect your computer to the internet;
- login, e-mail address, and password;
- the location of your device or computer;
- Mirakul Services metrics (e.g., the occurrences of technical errors, your interactions with service features and content, your settings preferences and backup information, location of your device running an application, information about uploaded images and files such as the file name, dates, times and location of your images);
- the full Uniform Resource Locator (URL) clickstream to, through, and from our websites, including date and time; products and content you viewed or searched for; page response times, download errors, length of visits to certain pages, and page interaction information (such as scrolling, clicks, and mouse-overs);
- phone numbers used to call our customer service number; and

We may also use device identifiers, cookies, and other technologies on devices, applications, and our web pages to collect browsing, usage, or other technical information.

Information from Other Sources

Examples of information we receive from other sources include:

- updated delivery and address information from our carriers or other third parties, which we use to correct our records and deliver your next purchase or communication more easily;
- account information, purchase or redemption information and page-view information from some merchants with which we operate co-branded businesses or for which we provide technical, fulfillment, advertising or other services;
- information about your interactions with products and services offered by our affiliates;
- search results and links, including paid listings (such as Sponsored Links);

Information You Can Access

Examples of information you can access through Mirakul Services include:

- status of recent orders;
- personally identifiable information (including name, e-mail, password, and address book);
- payment settings (including payment method information, promotional certificate, and gift card balances and 1-Click settings);
- e-mail notification settings (including Product Availability Alerts, Delivers, Special Occasion Reminders and newsletters);

- recommendations and the products you recently viewed that are the basis for recommendations (including Recommended for You and Improve Your Recommendations);
- content that you recently viewed;
- Your Profile (including your product Reviews, Recommendations, Reminders and personal profile);

Grievance Officer

Please find below the details of the grievance officer:

Name: Narendra Jain

Designation: Grievance officer

e-mail PDF: mirakul007@gmail.com

Address: Mirana Industries Private Limited, No 13/9/11, HSMI Industrial Estate, 5th Cross, Okalipuram, Bengaluru 560021

The Grievance Officer is identified above pursuant to the provisions of applicable laws including but not limited to the Information Technology Act, 2000 and the Consumer Protection Act, 2019, The Consumer Protection (Direct Selling) Rules 2021, and the Rules enacted under those laws.