

Ikibor ("Ikibor" or "the Company") operates a marketplace aimed at uniting collectors and enthusiasts, facilitating safe and convenient connections for buying and selling. This Privacy Policy aims to clarify the collection, utilization, and sharing of your personal information by Ikibor, empowering you to comprehend and exercise your privacy rights effectively.

This Privacy Policy pertains to the processing of personal information by Ikibor, encompassing our websites, mobile applications, and various online or offline offerings. For simplicity, our Services, including websites, mobile applications, sales, marketing, and events, are collectively referred to as "Services." Ikibor acts as the controller ("Controller") for the personal information we handle, unless stated otherwise. Details on how to reach us can be found in the "Contact Us" section below.

Personal data we gather

The types of personal information we gather vary based on your interactions with us, our Services, and relevant legal obligations. We collect data you directly provide to us, information automatically obtained when you use our Services, and data from external sources like third-party services and organizations, as outlined below.

Personal Information You Provide to Us Directly:

We may gather the subsequent personal data that you directly provide to us:

Name and Contact Information: This includes details provided when creating an account or utilizing our Services, such as your first and last name, email address, postal address, phone number, and other contact information.

Credentials: We may collect passwords, password hints, and similar security information used for authentication and account access.

Purchases: Information associated with your purchases, including payment details. Payments made through our Services are processed by phonepe payment gateway. Phonepe payment gateway may also collect a picture of your government-issued ID for identification verification purposes. We do not directly collect or store payment card numbers, but we may receive associated information.

Your Communications with Us: Personal information, like email address, phone number, or mailing address, provided when requesting information, registering for our newsletter or loyalty program, seeking customer or technical support, applying for a job, or communicating with us.

Personal Information Collected Automatically:

We may automatically collect the following personal information when you use our Services:

Device and Usage Information: This includes your IP address, user settings, MAC address, cookie identifiers, browser or device information, location information, and Internet service provider. Additionally, information about your use of our Services, including pages visited, links clicked, content interacted with, and frequency and duration of activities.

Cookies, Pixel Tags/Web Beacons, and Other Technologies: These technologies may be used to collect information through your use of our Services, enhancing your experience and providing functionality.

Our use of these technologies falls into several categories:

Operationally Necessary: Technologies essential for accessing our Services, identifying irregular website behavior, preventing fraudulent activity, improving security, or utilizing functionality.

Performance-Related: Used to assess Service performance and understand how individuals use our Services.

Functionality-Related: Enhancing functionality, such as identifying you when signing in or tracking specified preferences and interests.

Advertising- or Targeting-Related: Delivering relevant content, including ads, based on your interests, on our Services or third-party websites.

How We Utilize Your Personal Information:

We employ your personal information for various business purposes, including providing our Services, administrative functions, and marketing our products and Services, outlined as follows:

Providing Our Services:

- *Managing your accounts and information.
- *Granting access to specific areas, functionalities, and features of our Services.
- *Handling orders, payments, returns, and exchanges made through the Services.
- *Administering competitions and prize draws.
- *Responding to customer or technical support requests.
- *Communicating with you regarding your account, Service activities, and policy updates.
- *Facilitating payment processing through our payment processor for purchased products or Services.
- *Processing job applications.
- *Enabling event registrations.

Administrative Purposes:

- *Pursuing legitimate interests like research and development, network and information security, and fraud prevention.
- *Detecting and protecting against security incidents and fraudulent or illegal activities.
- *Assessing interest and engagement in our Services.
- *Enhancing and upgrading our Services.
- *Developing new products and Services.
- *Ensuring internal quality control and safety.
- *Authenticating and verifying individual identities.
- *Debugging errors with our Services.
- *Auditing interactions, transactions, and compliance activities.
- *Enforcing agreements and policies.
- *Fulfilling legal obligations.

Marketing and Advertising Our Products and Services:

- *Personalizing content and advertisements.
- *Conducting email campaigns and custom audience advertising.
- *Implementing interest-based or personalized advertising, including cross-device tracking.
- *Providing opt-out options for marketing purposes.

Other Purposes:

- *Fulfilling other purposes as requested by you or as permitted by applicable law.
- *Utilizing personal information with your consent or for purposes disclosed at the time of providing such information.
- *Employing automated decision-making for anti-fraud purposes.
- *Enhancing user experience through content recommendations based on user actions.
- *Generating de-identified and aggregated information for analysis purposes.
- *Offering tools for sharing content with friends and contacts.
- *Enabling the finding of friends and contacts on the ikibor platform, subject to your consent and privacy settings on your device.

How We Disclose Your Personal Information:

We disclose your personal information to third parties for various business purposes, including providing our Services, safeguarding us or others, or in the context of significant business transactions such as mergers, sales, or asset transfers, as outlined below:

Disclosures to Provide Our Services:

Service Providers: Sharing personal information with third-party service providers aiding us in delivering our Services, including IT support, hosting, payment processing, and customer service.

Business Partners: Sharing personal information with business partners to fulfill requested products or services, including joint offerings.

Affiliates: Sharing personal information with company affiliates for administrative purposes, such as IT management and service provision.

Other Users/Website Visitors: As detailed in the "Personal Information We Collect" section, enabling sharing of profiles and User Content with other users or the public.

Advertising Partners: Sharing personal information with third-party analytics and advertising partners to deliver personalized advertisements based on user activities.

APIs/SDKs: Utilizing third-party Application Program Interfaces ("APIs") and Software Development Kits ("SDKs") to enhance Service functionality.

Disclosures to Protect Us or Others: Accessing, preserving, and disclosing stored information associated with users to external parties in cases where it is deemed necessary to comply with legal obligations, protect rights, property, and safety, or assist in investigations.

Disclosure in the Event of Merger, Sale, or Other Asset Transfers: Involving the sale or transfer of personal information as part of significant business transactions, subject to legal and contractual provisions.

YOUR PRIVACY CHOICES AND RIGHTS

Privacy Choices:

- *Managing email and telephone communications preferences.
- *Opting out of receiving text messages.
- *Adjusting mobile device settings for push notifications and location-based information.
- *Understanding that "Do Not Track" signals are not honored.
- *Managing cookie preferences, though adjustments may affect Service functionality.

Privacy Rights:

- *Accessing personal information and requesting correction or deletion.
- *Requesting restriction or objecting to processing, withdrawing consent, or requesting data portability.
- *Understanding third-party sharing of personal information.
- *Requesting opt-out of certain processing activities, appealing decisions, or seeking review of automated processing decisions.

For exercising these rights or addressing any inquiries, please contact us through the details provided in the "Contact Us" section below. We will handle such requests in compliance with applicable laws.

Security of Your Personal Information:

We employ a range of physical, technical, and administrative measures to safeguard the information gathered through our Services. Despite these precautions, it's important to note that no system is completely foolproof, and we cannot ensure the absolute security of the networks, systems, servers, devices, and databases under our operation or managed on our behalf. To the maximum extent permitted by Indian law, we disclaim liability for unauthorized disclosure.

By utilizing our Services or furnishing personal information to us, you consent to electronic communication with us regarding security, privacy, and administrative matters related to your Service usage. In the event of a security breach, we may endeavor to notify you electronically by postings on our Services, by mail, or by email.

Retention of Personal Information:

We retain the personal data collected in line with this Privacy Policy for the duration of your Service usage or as necessary to fulfill the purpose(s) for its collection. This includes providing Services, resolving disputes, establishing legal defenses, conducting audits, pursuing legitimate business objectives, enforcing agreements, and complying with applicable Indian laws.

CHILDREN'S INFORMATION

Our Services are not intended for children under 13 years of age (or any other age as required by local law), and we do not knowingly collect personal information from children. As outlined in our Terms of Service, individuals must be at least 18 years old to create an Account or utilize the Platform.

If you are a parent or guardian and suspect that your child has provided personal information to our platform without your consent, please reach out to us using the contact information provided in the "Contact Us" section below. Upon discovering that a child has submitted personal information to us contrary to applicable laws, we will promptly delete any collected data unless legally obligated to retain it and will deactivate the child's account.

OTHER PROVISIONS

Third-Party Websites/Applications:

Our Services may feature links to third-party websites or applications, and vice versa. These third-party services operate independently of us. We encourage users to review the privacy policies of each website and application they engage with. We do not endorse, screen, or validate these third-party services, nor are we responsible for their privacy practices or content. Any provision of personal information to third-party websites or applications is undertaken at your own discretion and risk.

Changes to Our Privacy Policy:

We reserve the right to amend this Privacy Policy at our discretion. In the event of significant alterations, we will notify you as mandated by applicable law. Your continued use of our Services following the implementation of a new Privacy Policy constitutes acceptance of the updated terms.