

Makes360's Privacy Policy

Last Updated on: 13 August 2023

This Privacy Policy has been compiled to better serve those who are concerned about how their 'Personally Identifiable Information' (PII) is being used by us. We collect information to do business with you and provide better services to all our customers – from something as basic as your contact details to something more complex like your business details. However, with Makes360 your personal and business data is 100% safe and secure.

1. Information that you provide us

A. through enquiries:

When you contact us using our site's forms, our business emails, WhatsApp and Phone call to obtain or enquire regarding our services, we ask for information like your name, address etc to complete the enquiry process. You may also provide us more information such as your business details and project budget, however we don't require that information for initial contact. Once you do enquiry in any above way, our legitimate employees will have direct access to your information to further process the enquiry and contact you in regard with obtaining pre-sales information regarding your business and project.

B. through events & feedbacks:

We record information that you submit when you

- Register for our events, including our webinars or seminars,
- Subscribe to our newsletter or any other mailing list, including our blogs and partner websites,
- Submit a form in order to download company profile, or other materials,
- Participate in contests or respond to surveys or feedback,
- Submit a form to request customer support or to contact us for any other purpose.
- Visit our office or attend our showcase event.

C. while doing business together:

When you acquire or sign a contract to buy any of our services, we ask you to provide your name, contact information, personal details, business details, project related information, social media profile links and more (depending upon the project). We store all of this information to our secured project management software. You can request to download all of the data that we hold at any time.

D. while doing payment:

When you acquire or buy any of services from us, we ask you to provide your name, contact information. We NEVER store any of your payment related information such as credit card, bank details, UPI details or anything other, through which you choose to make payment to Makes360. All payments are getting processed with a secure server of our **Payment Gateway** service provider.

E. through testimonials:

When you authorize us to post your feedback as testimonials about our products and services on websites, we may include your name and other a few personal information in the testimonial. You will be given an opportunity to review and approve the testimonial before we post it. If you wish to update or delete your testimonial, for this you can **Contact Us** any time.

NOTE: To improve the quality of services and communication, we may record and analyze your conversation with us. This can include your email, phone call, and WhatsApp chat conversations. We can share some of the data, past records and behaviour with our sales team, project manager, account manager and customer support professionals.

2. Information that we collect automatically

A. from browsers, devices and servers:

When you visit our websites, we may collect some information such as your IP address, browser type, language preference, time zone, referring URL, date and time of access, operating system, mobile device manufacturer, mobile network details, geographic details, clicks, scrolls, features accessed, errors generated, performance data, and configurations. We keep such information in our log files to understand more about visitors of our websites.

B. from cookies and tracking technologies:

We use temporary and permanent cookies to identify our customers and visitors and to enhance their experience. We may track your activities on our websites by using tags, scripts and other similar technologies to identify website navigation, gather demographic information and understand campaign effect.

We also use third-party tracking services like Google Analytics, Google Tag Manager and Facebook Pixel, etc to understand the behaviour of our website visitors and serve them better.

You can read the policies of the services here.

- Google Analytics: google.com/analytics/terms/
- Google Tag Manager: google.com/analytics/terms/tag-manager/
- Facebook Pixel: developers.facebook.com/docs/privacy/

3. Information that we collect from third parties

A. from referrals or partners

If someone has referred any of our products or services to you through any of our referral programs, that person may have provided us your name, email address and other personal information. You may contact us to request that we remove your information from our database. If you provide us information about another person, or if another person gives us your information, we will only use that information for the specific reason for which it was provided to us.

B. from social media sites, maps and other publicly available sources:

When you interact with us or related businesses through social media posts, comments, questions etc, we may collect your publicly available information, including your profile information. This helps us to connect with you and improve our services. We can record, store and analyse such information to understand user's reactions. Such information may remain with us even if you delete it from your social media sites and maps etc.

Why and where we may use your information?

In addition to the purposes mentioned above, we may use your information for the following purposes:

- to communicate with you about your projects and services for which you have enquired. We can also communicate to make you aware of the changes in our policy
- to keep you updated about our new products and services, upcoming events, offers, promotions and other information, which we think will be important to you
- to ask you to participate in the survey and send feedback on the services
- to create and maintain your account, and to do all other things required for providing our services. This may include enabling collaboration, requirements gathering, project development etc
- to understand how users use our products and services, to monitor and prevent problems, and to improve our products and services
- to provide customer support, and to analyze and improve your interaction with customers
- to detect and prevent fraudulent transactions and other illegal activities and to protect the rights and interests of company, our users, third parties and the public
- to update, expand and analyze our records, identify new customers, and provide products and services that may be of interest to you
- to analyze trends, and track visitor navigation on our websites to understand what visitors are looking for and to better help them
- to monitor and improve marketing campaigns and make suggestions relevant to the user

Your choice in information use

A. Opt out from non-essential communications:

You may opt out of receiving or not receiving newsletters and other non-essential messages by using the 'unsubscribe' function. However, you will continue to receive notices and essential emails, related to services you acquired for.

B. Disable cookies:

You can disable browser cookies before visiting our websites. However, if you do so, you may not be able to use certain features of the websites properly.

Who do we share your information with

We do not sell/share any personal or business information to anyone in any case. We share your information only in the ways that are described in our policy, and only with parties who adopt appropriate confidentiality and security measures.

A. with employees and independent vendors:

We can provide some/many information to our employees and independent vendors on need-to-know basis. We take several security measures in the process of sharing information with them.

B. with third-party service providers:

We may need to share some of your personal information with third party service providers, this may include marketing partners, event organizers, web analytics providers, domain registrars etc.

Ownership and control of your data

At Makes360 - you are the owner of your data (your information that we collect/store). We provide you complete control of your data, (i) by giving you the ability to access your data, (ii) by sharing your data through the admin panel, and (iii) by giving option to export, edit, and delete your data.

External links on our websites

Some pages of our website may contain external links of website that are not linked to this policy. If you submit your personal information to any of these third-party sites, your personal information is governed by their policies. As a safety measure, we recommend that you not share any personal information with these third parties unless you've checked their policies and assured yourself of their practices.

Blogs and forums

We offer publicly accessible content and blogs on our websites. Please be aware that any information you provide on these blogs may be used to contact you with unsolicited messages. We urge you to be cautious in disclosing personal information in our blogs and forums. Makes360 is not responsible for the personal information you elect to disclose publicly. Your business history and certain profile information may remain even after you terminate your account with Makes360. To request the removal of your information from our blogs, you can contact us through our e-mail.

How secure is your information

We have taken steps to implement appropriate administrative, technical and physical safeguards to prevent unauthorized access, modification, disclosure or destruction of the information you entrust to us. If you have any concerns regarding the security of your data, we encourage you to contact us with any questions.