



# Privacy Policy

**Effective Date: 10th April 2025**

**At Luxoraa.es, your privacy and the security of your personal data are very important to us. This Privacy Policy explains how we collect, use, and protect your information when you visit or make a purchase from our website.**

**By using Luxoraa.es, you agree to the terms outlined in this policy.**

## 1. Who We Are

**Luxoraa.es is operated by DMR Global, based in India. If you have questions about how your data is handled, you can contact us at:**

**✉ Email: [dmr.gujarat@gmail.com](mailto:dmr.gujarat@gmail.com)**

## 2. What Information We Collect

**We collect personal data that you voluntarily provide when:**

- **Placing an order**
- **Signing up for our newsletter**
- **Creating an account**
- **Contacting customer service**

**This may include:**

- **Full name**
- **Email address**
- **Shipping & billing address**
- **Phone number**
- **Payment details (processed securely via third-party providers)**
- **IP address and browser/device information**

## 3. How We Use Your Information

**We use your information to:**

- **Process and deliver your orders**
- **Communicate order status or respond to inquiries**
- **Send marketing communications (if you've opted in)**

- *Improve our website and customer experience*
- *Prevent fraud or misuse of our services*

*We only collect data that is necessary and relevant to your interaction with Luxoraa.es.*

#### **4. Legal Basis for Processing (GDPR)**

*If you are located in the EU, we process your personal data under the following lawful bases:*

- *Contractual necessity: to fulfill your order or provide services*
- *Consent: for marketing or promotional emails*
- *Legal obligation: to comply with applicable law*
- *Legitimate interest: to improve our service and protect our site*

#### **5. Data Sharing**

*We do not sell your personal data. We only share your information with:*

- *Payment processors (e.g., Stripe, PayPal)*
- *Shipping providers*
- *Website hosting and analytics services*
- *Legal or regulatory authorities (if required)*

*All third parties we work with are GDPR-compliant.*

#### **6. Your Data Protection Rights**

*Under the GDPR, you have the right to:*

- *Access your personal data*
- *Correct inaccurate data*
- *Request deletion of your data*
- *Object to processing or request restriction*
- *Data portability (receive your data in a machine-readable format)*
- *Withdraw consent at any time (for marketing emails, etc.)*

*To exercise your rights, contact us at [dmr.gujarat@gmail.com](mailto:dmr.gujarat@gmail.com)*

#### **7. Cookies and Tracking Technologies**

*We use cookies and similar technologies to enhance your browsing experience and understand site usage.*

*You can manage cookie preferences through your browser settings. For more details, see our [Cookie Policy].*

#### **8. Data Retention**

*We retain your personal data only as long as necessary for the purposes outlined above, or as required by law (e.g., tax or accounting obligations).*

#### **9. Data Security**

***We take appropriate technical and organizational measures to secure your personal data and protect it from unauthorized access, loss, misuse, or disclosure.***

## **10. Third-Party Links**

***Our website may contain links to other websites. We are not responsible for the privacy practices or content of those sites.***

## **11. Changes to This Policy**

***We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.***

## **12. Contact Us**

***If you have any questions or concerns about this Privacy Policy or your personal data, please contact us:***

 **Email:** [dmr.gujarat@gmail.com](mailto:dmr.gujarat@gmail.com)

 **Address:** Shree Radhe Krishna

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