

Privacy Policy — Naturohabit Private Limited

Last Updated: Jan. 2026

Naturohabit Private Limited ("**Company**," "**we**," "**us**," or "**our**"), operating under the brand name **Nathabit**, is engaged in the manufacturing, sale, and distribution of Ayurvedic personal care products. We are committed to protecting the privacy of our customers, website visitors, and business partners ("**you**," "**your**").

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, purchase our products, interact with our customer service, or otherwise engage with us (collectively, the "**Services**").

By using our Services, you agree to the terms of this Privacy Policy. If you do not agree, please discontinue use of our Services.

1. Information We Collect

1.1 Information You Provide to Us

- **Contact details:** Name, email address, phone number, shipping and billing address
- **Account information:** Username, password (encrypted), order history
- **Payment information:** Payment method details (processed via secure third-party payment gateways; we do not store full card numbers)
- **Order details:** Products purchased, quantities, order preferences
- **Communications:** Information you provide when contacting customer support, submitting reviews, or participating in surveys/promotions

1.2 Information Collected Automatically

- **Device and usage data:** IP address, browser type, device type, operating system, pages visited, time spent on site, referring URLs
- **Cookies and tracking technologies:** See Section 5 below
- **Location data:** General location (city/region) based on IP address, or precise location if you enable it for delivery purposes

1.3 Information from Third Parties

- Information from delivery/logistics partners (e.g., delivery status)
- Information from payment processors (e.g., transaction confirmation)
- Information from marketing/analytics partners

2. How We Use Your Information

We use the information we collect to:

1. Process and fulfil your orders, including payment, packaging, and delivery
2. Create and manage your account
3. Provide customer support and respond to inquiries
4. Send order confirmations, shipping updates, and transactional communications
5. Send promotional offers, newsletters, and marketing communications (with your consent, where required)
6. Improve our products, website, and customer experience
7. Personalize product recommendations
8. Detect and prevent fraud, abuse, or security incidents
9. Comply with legal obligations, including tax, accounting, and regulatory requirements
10. Conduct internal analytics and research

3. Legal Basis for Processing (where applicable)

We process your personal data based on:

- **Consent** — for marketing communications and optional data (e.g., skin preferences)
- **Contractual necessity** — to fulfil orders and provide Services
- **Legal obligation** — for tax, invoicing, and regulatory compliance
- **Legitimate interest** — for fraud prevention, security, and service improvement

4. How We Share Your Information

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

- **Service providers:** Payment gateways, logistics/courier partners, IT and hosting providers, customer support tools, marketing platforms — bound by confidentiality and data protection obligations
- **Business partners:** Distributors or retail partners fulfilling your order, where applicable

- **Legal and regulatory authorities:** When required by law, court order, or to protect our legal rights
 - **Business transfers:** In connection with a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction
 - **With your consent:** For any other purpose disclosed to you at the time of collection
-

5. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Enable core website functionality (e.g., shopping cart)
- Remember your preferences
- Analyze website traffic and usage patterns
- Deliver relevant advertisements

You can control cookies through your browser settings. Disabling cookies may affect certain website features (e.g., cart functionality).

6. Data Retention

We retain your personal information only for as long as necessary to:

- Fulfil the purposes outlined in this Policy
- Comply with legal, accounting, or reporting requirements
- Resolve disputes and enforce our agreements

Order and transaction records may be retained for the period required under applicable Indian tax and consumer protection laws.

7. Data Security

We implement reasonable technical and organizational safeguards to protect your personal information, including:

- Encryption of sensitive data (e.g., passwords, payment details)
- Secure servers and access controls
- Regular security assessments

However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

8. Your Rights

Subject to applicable law (including India's Digital Personal Data Protection Act, 2023), you have the right to:

- **Access** the personal data we hold about you
- **Correct** inaccurate or incomplete data
- **Withdraw consent** for processing (where consent is the basis)
- **Request deletion** of your data, subject to legal retention requirements
- **Grievance redressal** through our Grievance Officer (see Section 12)
- **Opt out** of marketing communications at any time via the unsubscribe link or by contacting us

To exercise these rights, contact us at [insert privacy/support email].

9. Children's Privacy

Our Services are not directed at children under 18. We do not knowingly collect personal information from children without verifiable parental consent. If you believe a child has provided us personal data, please contact us to have it removed.

10. Third-Party Links

Our website may contain links to third-party websites (e.g., social media, payment gateways). We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies.

11. International Data Transfers (if applicable)

If your data is transferred outside India, we will ensure appropriate safeguards are in place in accordance with applicable law.

12. Grievance Officer

In accordance with applicable Indian law, the details of our Grievance Officer are:

Name: Jitin Sachdeva

Designation: Grievance Officer

Company: Naturohabit Private Limited

Email: jitin@nathabit.in

Address: Gp-26, Maruti Industrial Estate, Udyog Vihar, Sector-18, Gurugram, Haryana-122015

We will address grievances within the timelines prescribed under applicable law.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be posted on this page with a revised "Last Updated" date. We encourage you to review this Policy periodically.

14. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

Naturohabit Private Limited

Email: jitin@nathabit.in

Phone: 9716216959

Registered Address: Gp-26, Maruti Industrial Estate, Udyog Vihar, Sector-18, Gurugram, Haryana-122015
