

## **Privacy Policy – Hortiprise**

*Effective Date: May 9, 2025*

Hortiprise is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you interact with us through our website ([www.hortiprise.com](http://www.hortiprise.com)), software, or services.

---

### **Information We Collect**

We collect personal details like your name, contact number, email, job title, and any information you choose to share.

We may also collect technical data like IP address, browser type, and browsing behavior via cookies.

---

### **Legal Basis for Processing**

We process your data based on your consent, contractual necessity, legal compliance, or our legitimate interest (e.g., improving our services).

---

### **How We Use Your Data**

- Internal operations and service improvement
  - Responding to your inquiries
  - Providing access to our platform and training
  - Sending updates or promotions (with your consent)
  - Market research and analytics
- 

### **Data Retention**

We keep your personal data only as long as needed or required by law.

---

## Data Sharing

We do not sell your data.

We may share it with trusted service providers under data protection agreements.

---

## International Transfers

If data is transferred outside India, we ensure proper safeguards are in place.

---

## Cookies

We use cookies to improve user experience and analyze usage. You can control cookies via your browser settings.

---

## Your Rights

You may access, correct, delete, or restrict your data.

To exercise rights, email us at **[contact@hortiprise.com](mailto:contact@hortiprise.com)**

---

## Security

We use appropriate security measures to protect your personal data from misuse or unauthorized access.

---

## Third-Party Links

Our website may link to third-party sites. We are not responsible for their privacy practices.

---

## Changes to This Policy

We may update this policy. Major changes will be communicated.

---

## **Contact Us**

**Email:** [contact@hortiprise.in](mailto:contact@hortiprise.in)

**Phone:** +91-8279895774