

We respect and are committed towards protecting your privacy. Publishing, selling or renting any personal data or information to any third party, without your consent, is against our ethics. The privacy practices of this statement apply to our services available under the domain and subdomains of the Site. By visiting this Site you agree to be bound by the terms and conditions of this privacy policy. If you do not agree, please do not use or access our site.

This privacy policy does not apply to sites maintained by other companies or organizations to which we link and we are not responsible for any personal information you submit to third parties via our website. Please ensure that you read the privacy policy of such other companies or organizations before submitting your details.

This privacy policy describes the information, as part of the normal operation of our services, we collect from you and what may happen to that information. This policy is inter alia formulated and displayed, to inform you about our information collection/retention policies and practices so that you can make an informed decision, in relation to the sharing of your personal information with us. By accepting the privacy policy and the user agreement or the use of the site in general, you give your consent to our use and disclosure of your personal information in accordance with this privacy policy. This Privacy Policy is incorporated into and subject to the terms of the User Agreement. This privacy policy is effective upon acceptance of access by you to the site.

## Consent

By using our website, you hereby consent to our Privacy Policy and agree to its terms.

## Privacy Guarantee

We agree that we will not sell or rent your personal information to third parties for their marketing purposes without your explicit consent. From time to time, we may reveal general statistical information about our Site and visitors, such as number of visitors, number and type of goods and services purchased, etc. Only those of our employees who need access to your information in order to perform their duties, are allowed such access. Any employee who violates our privacy and/or security policies is subjected to disciplinary action, including possible termination and civil and/or criminal prosecution.

## Information We Collect

The Personal Information is used for two general purposes: to process your order, and to provide you with the best possible services. Unless otherwise stated explicitly, this policy applies to personal information as disclosed on any of the media. In furtherance of the confidentiality with which we treat Personal information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. We use data collection devices such as "cookies" on certain pages of the Site to help and analyze our web page flow, measure promotional effectiveness, and promote trust and safety. "Cookies" are small files placed on your hard drive that assist us in providing our

services. We offer certain features that are only available through the use of a "cookie". Cookies can also help us provide information that is targeted to your interests. Most cookies are "session cookies," which means that they are automatically deleted from your hard drive at the end of a session. You are always free to decline our cookies if your browser permits. Additionally, you may encounter "cookies" or other similar devices on certain pages of the Site that are placed by third parties. For example, if you view a web page created by a user, there may be a "cookie" placed within that web page. We do not control the use of cookies by third parties. You acknowledge that you are disclosing Personal Information voluntarily. We identify and use your IP address to help diagnose problems with our server, and to administer our Website. Your IP address is also used to help identify you and to gather broad demographic information.

The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information.

If you contact us directly via email/contact form/website to enquire for any course we provide, we may receive additional information about you such as your name, address, email address, phone number, the contents of the message and/or attachments you may send us via email or contact form, and any other information you may choose to provide. When you register for an Account in this website or register for a tailoring or fashion designing course, we may ask for your contact information, including items such as name, address, email address, and telephone number. We term this as **Student Information**.

Also, when you make an online payment of the course fee or attempt to make an online payment of the same through the Site, You are redirected to our payment gateway Cashfree Payments India Private Limited where the payment gateway collects certain information from you, including your name, billing address, payment information. This is called **Order Information**. The payments are made through the payment gateway <https://www.cashfree.com/> and no order information is saved by [www.ushafoundation.in](http://www.ushafoundation.in). Please visit the privacy policy of Cashfree in this link <https://www.cashfree.com/privacypolicy.html>

When you visit our website, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as **Device Information**.

By **Personal Information** in this Privacy Policy, we are talking about **Device Information, Student Information and Order information**.

### How we use your information

The Personal Information is used for two general purposes:

- To process your order

- To provide you with the best possible services.

The Order Information that is collected by the payment gateway is used to fulfil any orders placed through the Site (including processing your payment information and providing you with invoices and/or order confirmations).

Additionally, we use this Order Information to:

- Communicate with you.
- Screen our orders for potential risk or fraud.

We use the Student Information to:

- Communicate with you.
- Invite you to the online or offline classes for which you have made the payment.
- Send you course syllabus and course material.
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site.

## SHARING YOUR PERSONAL INFORMATION

We also use Google Analytics to help us understand how our customers use our site ([www.ushafoundation.in](http://www.ushafoundation.in)). [How Google uses your Personal Information](#).

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful requests for information we receive, or to otherwise protect our rights.

## COOKIE POLICY

[www.ushafoundation.in](http://www.ushafoundation.in) operates a strict privacy policy and we are committed to being transparent about how we use cookies on our website.

### Why are cookies important?

Cookies help you make your online experience more efficient and relevant to your interests. For instance, they are used to remember your preferences on sites you visit often, to remember your user ID and the contents of your shopping baskets, and to help you navigate between pages efficiently.

### What is a Cookie?

A cookie is a small file, or files on your computer, phone, or other device with a browser to save

snippets of text for reference by the website you are visiting. All cookies have expiration dates in them that determine how long they stay in your browser.

**Session cookies** - These are temporary cookies that expire (and are automatically erased) whenever you close your browser.

**Persistent cookies** - These usually have an expiration date and so stay in your browser until they expire, or until you manually delete them. For example we use persistent cookies to better understand usage patterns so that we can improve the site for our customers.

**Cookies are grouped into the following categories:**

**Essential** - These are cookies that are required for the regular operation of our websites.

**Functional** - These remember your preferences, and are intended to make your experience on our websites better for you.

**Analytics** – These cookies are used for performance measurement to understand things including how many people visit our websites, how they navigate our sites, and what content is popular. This allows us to improve your experience with us. Additionally, you can see how Google Analytics (one of our analytics tools) uses cookie information when you use our partners' sites by visiting [www.google.com/policies/privacy/partners](http://www.google.com/policies/privacy/partners), or any other URL Google may provide from time to time.

**Advertising** - These cookies enable us and our advertising partners to serve you with relevant advertisements that we think will interest you. You might see these advertisements on our sites on other sites you visit. These cookies record your visit to our website and the content you interact with. They may be placed by us, or by advertising partners with our permission.

To ensure compliance with our policies, we restrict the use of third-party cookies to trusted partners. We also use third party information from third party sources to enable us deliver advertising. These sources are validated by Third party, and not by us.

To delete cookies from your browser, please note the following simple steps. The following steps are indicative for Google chrome and might vary of the different browsers that you may use. Please refer Settings on your browser for further details.

To ensure compliance with our policies, we restrict the use of third-party cookies to trusted partners. You may also change other setting related to Privacy and security under the same section.

## Log Files

Disha Fashion Institute follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

## Google DoubleClick DART Cookie

Google is one of a third-party vendor on our site. It also uses cookies, known as DART cookies,

to serve ads to our site visitors based upon their visit to [www.website.com](http://www.website.com) and other sites on the internet. However, visitors may choose to decline the use of DART cookies by visiting the Google ad and content network Privacy Policy at the following URL

– <https://policies.google.com/technologies/ads>

## Our Advertising Partners

Some of advertisers on our site may use cookies and web beacons. Our advertising partners are listed below. Each of our advertising partners has their own Privacy Policy for their policies on user data. For easier access, we hyperlinked to their Privacy Policies below.

- Google

<https://policies.google.com/technologies/ads>

## Advertising Partners Privacy Policies

You may consult this list to find the Privacy Policy for each of the advertising partners of Disha Fashion Institute.

Third-party ad servers or ad networks uses technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on Disha Fashion Institute, which are sent directly to users' browser. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalize the advertising content that you see on websites that you visit.

Note that Disha Fashion Institute has no access to or control over these cookies that are used by third-party advertisers.

## Third Party Privacy Policies

Disha Fashion Institute's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options.

You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.

## CCPA Privacy Rights (Do Not Sell My Personal Information)

Under the CCPA, among other rights, California consumers have the right to:

Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.

Request that a business delete any personal data about the consumer that a business has collected.

Request that a business that sells a consumer's personal data, not sell the consumer's personal data.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

## GDPR Data Protection Rights

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.

The right to erasure – You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

## Children's Information

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

Disha Fashion Institute does not knowingly collect any Personal Identifiable Information from

children under the age of 18. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

## Copyright Policy

The contents of this website may not be reproduced partially or fully, without due permission from Disha Fashion Institute. If referred to as a part of another publication, the source must be appropriately acknowledged. The contents of this website can not be used in any misleading or objectionable context.

## Hyperlink Policy

### Links To External Websites/Portals

At many places in this website, you shall find links to other websites/portals. This links have been placed for your convenience. Disha Fashion Institute is not responsible for the contents and reliability of the linked websites and does not necessarily endorse the views expressed in them. Mere presence of the link or its listing on this website should not be assumed as endorsement of any kind. We cannot guarantee that these links will work all the time and we have no control over availability of linked pages.

### Links To This Website By Other Websites/Portals

Prior permission is required before hyperlink are directed from any website/portal to this site. Permission for the same, stating the nature of the content on the pages from where the link has to be given and the exact language of the hyperlink should be obtained by sending a request to Disha Fashion Institute Proprietor([mbhattacharjee40@gmail.com](mailto:mbhattacharjee40@gmail.com))