Overview & Scope

At Alco Enterprises, we respect the privacy of our website visitors and customers.
This Privacy Policy explains what information we may collect when you visit our website, create an account, contact us, or purchase our tea products, how we use that information, how we may share it, and the measures we take to protect it.
By using our website, you acknowledge that you have read this Privacy Policy. Where applicable, we will seek any consent required by law before collecting or using personal information.

1. DATA COLLECTED FROM YOU

Depending on how you use our website, we may collect the following information:
- Information you provide when creating an account or filling in forms (name, email, phone, address).
- Information provided when you place an order (billing details, shipping address, order details).
- Information you provide when contacting us through email, telephone, or customer support.
- Details of your visits (pages viewed, approximate location, browser, device, IP address, traffic data).
- Information relating to your preferences and interactions with our website, products, and promotions.

We collect only information reasonably necessary for the purposes described in this Privacy Policy.

2. COOKIES AND IP ADDRESSES

- Our website may use cookies to help operate the website, remember preferences, and analyze traffic.
- We may collect technical information such as IP address, browser type, OS, and general site usage.
- You may control or disable cookies through browser settings, though some features may be affected.
- Third-party analytics or tracking providers process information according to their own privacy policies.

3. HOW WE PROTECT YOUR DATA

- We take reasonable technical and organizational measures against unauthorized access, loss, or disclosure.
- Account passwords must be kept confidential. Never share passwords, OTPs, or PINs with anyone.
- While we implement rigorous safeguards, no internet transmission is 100% immune from electronic risks.

4. HOW YOUR DATA IS USED

- Creating and managing customer accounts; processing, confirming and delivering tea orders.
- Processing payments and refunds through authorized payment service providers.
- Providing customer support, delivery updates, order confirmations, and service communications.
- Improving our website, products, customer experience, and detecting fraud or security incidents.
- We NEVER sell or rent your personal information to third parties for independent marketing.

5. SHARING OF YOUR INFORMATION

We may share limited personal information with trusted service providers where necessary:
- Payment gateways and logistics/courier partners for delivering tea orders.
- Website hosting, cloud infrastructure, database, email, and customer support providers.
- Government authorities, regulators, or law-enforcement agencies where required by applicable law.

6. PAYMENT INFORMATION

- Payments are processed through secure third-party payment gateways (Razorpay, UPI, cards).
- We do not store complete debit/credit card numbers or payment PINs on our own servers.
- Customers should never share payment PINs or OTPs via email, phone, or chat.

7. DATA RETENTION & SECURITY

- We retain personal information only as long as necessary for order fulfillment, tax, and legal purposes.
- When no longer required, data is securely deleted, anonymized, or securely archived.

8. YOUR RIGHTS AND CHOICES

- You may request access to, correction of, or deletion of your personal information.
- You may opt out of non-essential promotional messages at any time while retaining transactional notices.

9. CHILDREN’S PRIVACY & THIRD-PARTY LINKS

- Our website is not intended to collect information from children without appropriate parental consent.
- External links operate independently under their own privacy policies; review them before submitting data.

10. CHANGES TO THIS POLICY & CONTACT

- Updates will be published on this page with a revised ’Last Updated’ date.

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