

BETTER.IN PRIVACY POLICY

Better Services recognizes that its customers, visitors, users, and others (known collectively or individually as "Users") who use www.better.in (the "Website") value their privacy. This Privacy Policy applies to all of the products, services, and Websites offered by Better Services, and details important information regarding the use and disclosure of User information collected on the Website.

- Your use of the Website and any personal information you provide on the Website remains subject to the terms of this Privacy Policy and the BETTER.IN [Terms of Use](#).
- BETTER.IN Privacy Policy applies only to Websites and services that are owned and operated by Better Services. While other Websites may be displayed as links from within BETTER.IN, those sites are owned and operated by others, and they may have different privacy policies. When linking from BETTER.IN to other websites, if you have privacy concerns, we urge you to review the privacy policies of those sites.
- We may use third-party advertising companies to serve or track ads on our website and other websites. These companies may use information (not including your name, address, email address or telephone number) about your visits to this and other websites in order to measure advertising effectiveness and to provide advertisements about goods and services that may be of interest to you.

1. INFORMATION COLLECTION AND USE

General

- Better Services does not require that you register in order to view its products or send order inquiries. Registration/Subscription is required to use features such as following/ receiving email notifications, receiving website notifications and in order to check your inquiry and order history.
- Better Services collects personal information when you register with BETTER.IN, when you visit the Website, when you make a purchase, or any time you provide information to BETTER.IN about yourself. Better Services may combine information about you that we have with information we obtain from business partners or other companies.
- Better Services uses Non-Personal Information for the following general purposes: to customize the advertising and content you see, improve our services, conduct research, and provide anonymous reporting for internal and external clients.

Registration

- In order to participate on this Website, we request certain personally identifiable information from you on the registration form. During registration you are required to give contact information (such as name, email address, organization, country). We use this information to contact you about the services on our site in which you have expressed interest. When you register with BETTER.IN and sign in to our services, you are not anonymous to us.
- Better Services, is the sole owner of the information collected on BETTER.IN
- Better Services collects personally identifiable information from our users at several different points on our Website.

Orders

- If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email and billing address) and financial information (such as credit card number, expiration date and the 3 digit security code). We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

Newsletter

- If you opt in to our newsletter, register a user account, make an inquiry or make a purchase, we may contact you by email. We may receive a confirmation when you open an email. Better Services uses this confirmation to help make emails more interesting and helpful and improve our service. If you do not want to receive email or other mail from us, please indicate your preference by emailing us at helpdesk@better.in

Choice/Opt-out

- If you no longer wish to receive our newsletter, email notifications or promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter, email notification or communication or by emailing us at helpdesk@better.in
- You will be notified when your personally identifiable information is collected by any third party that is not our agent/service provider, so you can make an informed choice as to whether or not to share your information with that party.

2. INFORMATION SHARING AND DISCLOSURE

- Better Services does not rent, trade, or share Personal Information with third parties except to provide products or services you've requested, when we have your permission, or under the following circumstances:
 - We use other third parties such as a shipping company to fulfill orders, a credit card processing company to bill you for goods sold on our website, and an email service provider to send out emails on our behalf. When you make a purchase on our website or sign up for our email list, we will share the necessary amount of personally identifiable information as necessary for the third party to provide that service, including your name, address, credit card information and email address. These third parties are prohibited from using your personally identifiable information for promotional purposes.
 - We provide Non-Personal Information to interested third-parties for purposes of understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on the Website.
 - We use both your Personal Information and certain Non-Personal Information to improve the quality and design of the Website and to create new features, promotions, functionality, and services by storing, tracking, and analysing User preferences and trends.
 - We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, or legal process served on our Website.
 - We may share Personal Information if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of BETTER.IN Terms of Use, or as otherwise required by law.

- In the event Better Services goes through a business transaction, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via email of any such change in ownership or control of your personal information.
 - We may post customer news and/or events on our website which may contain personally identifiable information.
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3. CONFIDENTIALITY AND SECURITY

- We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.
 - We limit access to Personal Information about you to employees who we believe reasonably need to come into contact with Personal Information to provide products or services to you or in order to do their jobs.
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4. YOUR ABILITY TO EDIT AND DELETE YOUR ACCOUNT INFORMATION

If your personally identifiable information changes, or if you no longer desire to maintain an account on Better Services website you may correct, update, amend, delete/remove it by making the desired changes on account profile page or by emailing our customer support at helpdesk@better.in. We will respond to your request to access within 30 days.

5. INTERNATIONAL USERS

If you are a User accessing the Website from the European Union, USA or any other region with laws or regulations governing personal data collection, use, and disclosure, that differ from Indian laws, please be advised that through your continued use of the Website, which is governed by Indian law and this Privacy Policy as incorporated in our Terms of Use, you will be transferring your Personal Information into India and you consent to that transfer.

6. CHANGES AND UPDATES TO THIS PRIVACY POLICY

Better Services may update this policy at any time in its sole discretion and without prior notice. We will strive to notify you about significant changes in the way we treat Personal Information by sending a notice to the primary email address specified in your account and/or by placing a notice on the Website.

If we decide to change our privacy policy, we will post those changes to this privacy statement, the home page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

7. EFFECTIVE DATE

This Privacy Policy was last modified May 1st, 2014.

8. CONTACT INFORMATION

If you have any questions or comments about this Privacy Policy, you can contact us at:

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22, Meghna
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Santacruz (West)
Mumbai – 400054

better@betterservices.org