

PRIVACY POLICY

At Zae Design, we place the highest priority on protecting the privacy and personal data of our clients and website visitors. This Privacy Policy details how we collect, use, store, and protect your information when you engage with our services. Zae Design offers a wide array of services including graphic design, website and app development, digital marketing, brand design strategy, social media management, audience analytics, search engine optimization (SEO), email marketing, content marketing, promotional videos, and 3D/2D VFX animation, among others. By using our website and services, you are consenting to the practices outlined in this Privacy Policy.

1. Information We Collect

Zae Design collects a variety of information from our clients and website visitors in order to offer personalized and effective services. When you interact with us through our website or when you hire us for a project, we may collect personal information such as your name, email address, phone number, postal address, and business-related details (if applicable). This information is essential for us to maintain communication with you, provide project estimates, and deliver the specific services you request, such as graphic design, web development, digital marketing campaigns, SEO, social media management, and more.

We may also collect payment-related information when you engage our services. This includes your billing address and payment details, which are securely processed via trusted third-party providers. Your payment information is used exclusively for processing transactions and ensuring that the payment for services is handled appropriately.

Additionally, we gather project-specific information to tailor our services to meet your business needs. For example, we may collect details about your brand identity, design preferences, content strategy, timelines, and other project-specific requirements. This enables us to create customized solutions for services like website development, email marketing, social media campaigns, and promotional videos.

We also collect technical data automatically when you visit our website. This may include information such as your IP address, browser type, device type, operating system, and the pages you visit on our website. This data helps us optimize our website, ensure better functionality, and improve user experience. Lastly, we use cookies and similar tracking technologies to understand your behavior on our website, track traffic patterns, and remember your preferences during future visits. You can choose to disable cookies via your browser settings, but please note that doing so may affect the functionality of certain features on our website.

2. How We Use Your Information

The information collected by Zae Design is used to operate, improve, and personalize our services. Personal information such as your contact details is used to facilitate communication, provide estimates, and follow through with project management. Your project-specific information allows us to tailor our design, development, and marketing solutions to your unique business needs. Whether it's creating brand designs, launching a digital marketing campaign, or developing a website or app, we utilize the collected data to deliver high-quality, personalized services.

Your payment information is used strictly for billing purposes. Transactions are processed securely through third-party payment providers, and we ensure that your financial information is protected during the process. Additionally, your technical data and cookies help us enhance the user

experience on our website by analyzing website performance, visitor behavior, and content engagement. This data allows us to optimize our website and services to better serve you.

In some instances, and with your consent, we may use your contact information to send marketing communications, newsletters, and promotional offers related to our services. These communications are aimed at keeping you informed about the latest updates, new service offerings, and exclusive deals. You are free to opt out of receiving these communications at any time by following the unsubscribe instructions provided in the email or by contacting us directly.

3. Sharing of Information

Zae Design is committed to ensuring the confidentiality of your personal information. We do not sell or rent your data to third parties. However, in order to deliver our services efficiently, we may share your information with trusted third-party providers who assist in the operation of our business. These providers include, but are not limited to, payment processing services, hosting platforms, and marketing tools. We only share your information with these providers to the extent necessary to perform their specific functions on our behalf, and they are contractually obligated to maintain the confidentiality of your information and adhere to our privacy standards.

In certain cases, we may be legally required to disclose your information in response to a court order, government request, or in compliance with applicable laws. Zae Design may also share your data if necessary to protect the rights, property, or safety of our company, clients, or the general public.

In the event of a business transaction, such as a merger, acquisition, or sale of assets, your personal information may be transferred to the new business entity as part of the transition. Should such a situation arise, we will notify you, and your information will continue to be protected under the new privacy policy terms.

4. Data Security

At Zae Design, we implement strict security measures to protect your personal information from unauthorized access, misuse, or disclosure. We employ industry-standard security technologies and encryption protocols to safeguard sensitive data such as payment information and personal contact details. Additionally, our servers and storage systems are protected with secure access controls and regularly updated security practices.

While we take every possible step to ensure the safety of your information, it is important to note that no method of data transmission or storage is completely secure. Despite our efforts, we cannot guarantee the absolute security of your information. By using our services, you acknowledge and accept the risks associated with data transmission over the internet.

5. Your Data Protection Rights

As a user of Zae Design's services, you have rights related to your personal information under data protection laws. You have the right to request access to the personal information we hold about you, and you can request corrections if any of the information is inaccurate or incomplete. Additionally, you may request that we delete your personal data from our records, subject to any legal obligations or requirements to retain certain information.

You also have the right to restrict the processing of your data or withdraw your consent to the use of your personal information at any time. To exercise any of these rights, please contact us directly, and we will take appropriate action in accordance with applicable data protection regulations.

6. Cookies and Tracking Technologies

Zae Design uses cookies and similar tracking technologies to collect information about your browsing activities on our website. Cookies are small data files stored on your device that help us understand how you use our website, track your preferences, and improve your overall experience. We use cookies to ensure that the website functions correctly, analyze traffic patterns, and provide personalized content.

You can manage or disable cookies by adjusting your browser settings. However, please note that disabling cookies may affect certain features of our website and limit your browsing experience. We also use third-party analytics tools, such as Google Analytics, to monitor website traffic and user engagement. These tools may use cookies or other tracking technologies to collect and analyze data about your usage of our services.

7. Third-Party Links

Our website may contain links to third-party websites or services. These external websites operate independently from Zae Design and are governed by their own privacy policies. We are not responsible for the privacy practices or content of third-party sites. We recommend that you review the privacy policies of any external sites you visit before providing personal information.

8. Children's Privacy

Zae Design's services are intended for individuals over the age of 18. We do not knowingly collect personal information from children under the age of 18. If we become aware that we have inadvertently collected such information, we will take steps to delete it from our records. If you believe that a minor has provided us with personal information, please contact us, and we will ensure that the data is removed.

9. Changes to Our Privacy Policy

Zae Design reserves the right to update or modify this Privacy Policy at any time. We will notify you of any significant changes by posting the updated policy on our website, along with the date of revision. By continuing to use our services after any modifications, you agree to the terms of the revised Privacy Policy.

10. Contact Us

If you have any questions or concerns regarding this Privacy Policy or wish to exercise your data protection rights, please feel free to contact us at:

Zae Design

Email: info@zaedesign.com

Phone: +91 [Your Phone Number]

Address: [Your Business Address]

We value your trust in Zae Design and are committed to protecting your privacy and ensuring the responsible handling of your personal information as we deliver our creative and technical services.