

DESIGNZ LIFE STUDIO
WEBSITE COOKIES POLICY

Last updated on: 4 July 2025

Applies to:

- Websites: www.designzlifestudio.com, www.designzlife.com, www.designsblisslife.com (collectively, "Website")
- Offline locations: Designz Life Studio, pop-ups, exhibitions, workshops, and public events ("Offline Outlets")

Designz Life ("we", "us", "our") respects your right to privacy and is committed to being transparent about how we use cookies and similar technologies. This Cookies Policy explains what cookies are, how we use them, and your rights and choices under Indian laws, including the Information Technology Act, 2000 and forthcoming Digital Personal Data Protection Act, 2023.

1. WHAT ARE COOKIES?

Cookies are small text files placed on your device (computer, tablet, smartphone) when you visit a website. They help the website remember your preferences, track your activity, and enhance your browsing experience. Cookies may be set by us (first-party cookies) or by third-party service providers (third-party cookies).

We also collect similar data through QR codes, in-store Wi-Fi login, offline lead capture forms, and POS software during studio visits, events, and meets.

2. TYPES OF COOKIES WE USE

We use the following categories of cookies across our online and offline platforms:

Type	Purpose	Duration
Strictly Necessary	Essential for navigation, checkout, login, and basic site security.	Session
Functional Cookies	Remember preferences (e.g. language, region), login info, consent choices.	30 days to 1 year
Analytics/Performance Cookies	Measure site traffic, popular pages, conversion rates. Tools: Google Analytics, Wix Analytics.	30 days to 24 months
Advertising/Marketing Cookies	Show you relevant ads on social media, search engines, and partner websites. Tools: Meta Pixel, Google Ads, Instagram Pixel, WhatsApp Business API.	Up to 2 years
Offline Analytics	Customer footfall tracking, purchase behaviour at pop-ups/events through QR scans, sign-up sheets or POS apps.	Stored securely offline

3. COOKIES IN OFFLINE SPACES

At our studio and offline events, we may use:

- QR codes to access event info or offers (tracked anonymously)
- Devices and POS software that collect basic usage logs (e.g. most browsed categories, frequency of purchases)
- Optional Wi-Fi login for customers where minimal browsing cookies may apply
- CRM integrations to connect online and offline purchases

All data collected offline is processed and stored with the same protections and intent as described under our [Privacy Policy](#).

4. THIRD-PARTY COOKIES

Some cookies are placed by third-party services that appear on our pages or support our marketing. These include:

- Razorpay (payments)
- Google Analytics (traffic analysis)
- Shiprocket/India Post/Shree Balaji (shipment tracking)
- Meta/Facebook/Instagram Ads
- WhatsApp Business
- YouTube/Vimeo (embedded content)

We do not control third-party cookies. Please refer to their respective privacy policies for more information.

5. COOKIE CONSENT & CONTROL

a. Consent

When you visit our website for the first time, a cookie banner will appear. You can choose:

- Accept All Cookies
- Customise Preferences
- Reject Non-Essential Cookies

By continuing to use our site after viewing the banner, you consent to our cookie practices. You can withdraw consent at any time via browser settings or by contacting us.

b. Manage Cookies in Your Browser

Most browsers accept cookies by default but allow you to manage settings.

- Chrome: Settings > Privacy and Security > Cookies
- Firefox: Preferences > Privacy & Security > Cookies

- Safari: Preferences > Privacy
- Edge: Settings > Cookies and site permissions

Disabling cookies may limit your access to certain features (e.g. cart, wishlist, account login).

6. DO NOT TRACK (DNT)

Some browsers offer DNT settings to signal your preference not to be tracked across websites. Our website currently does not respond to DNT signals due to lack of a standard interpretation.


7. UPDATES TO THIS COOKIES POLICY


We may update this Cookies Policy from time to time to reflect changes in technology or legal requirements. Changes will be posted here with an updated effective date. Please review periodically.

8. CONTACT US


For any questions or requests regarding cookies or your data:

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 Data Protection & Grievance Officer: Shreya Saha (privacy@designzlife8.com)

ANNEXURE: KEY REFERENCES

- IT Act 2000
- IT (Reasonable Security Practices) Rules, 2011
- DPDP Act 2023