

DESIGNZ LIFE STUDIO

PRIVACY POLICY

Effective Date — 26 April 2022

Last Updated — 4 July 2025

Applies to:

- Websites – www.designzlife.com, www.designzlife.com, www.designzlife.com (collectively, “Website”)
- Physical premises – Designz Life Studio, 97 Santoshpur Avenue, Kolkata 700075
- Temporary outlets – pop-ups, exhibitions, workshops, markets, meet-ups and any other in-person event organised or co-hosted by **Designz Life** (together, “Offline Outlets”)

(Designz Life is referred to as “Company”, “we”, “us” or “our”.)

1 | Commitment to Privacy

We respect your privacy and are committed to safeguarding the Personal Data you share with us. This Policy explains how we collect, use, disclose, transfer and store your data in accordance with:

- **Information Technology Act 2000 & the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules 2011** (“SPDI Rules”);
- **Digital Personal Data Protection Act 2023** (when brought fully into force);
- Sector-specific rules, guidelines of RBI, TRAI, PCI-DSS, and best practices adopted by Indian e-commerce platforms such as Amazon India, Bewakoof, Brown Living, Souled Store and Bongo Store.

2 | Definitions

Term	Meaning
Personal Data	Any data relating directly or indirectly to an identified or identifiable natural person.
Sensitive Personal Data	Passwords, financial information, health data, biometric data, or other information classified as “sensitive” under SPDI Rules.
Processing	Any operation performed on Personal Data, whether by automated or manual means, including collection, storage, use, disclosure, transfer, deletion, etc.
Data Principal / “you”	The individual to whom the Personal Data relates.
Grievance Officer	The officer appointed under Rule 5(9) of the IT Rules & Section 13(7) DPDPA to redress data-related grievances.

3 | How We Collect Data

1. **Direct interactions** – online account creation, purchases, newsletter sign-ups, event registrations, feedback forms, in-store purchase slips, telephone/email/WhatsApp conversations.
 2. **Automated means** – cookies, pixels, device identifiers, CCTV at our Studio and stalls, Wi-Fi analytics, point-of-sale (POS) systems.
 3. **Third-party sources** – payment gateways (Razorpay), logistics partners (Shiprocket, India Post, Shree Maruti Courier), social media platforms, marketing affiliates, publicly available databases, reference checks.
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4 | Categories of Data We Collect

Type	Examples	Purpose
Identity & Contact	Name, postal address, PIN code, phone number, e-mail, gender, date of birth, social-media handles	Order fulfilment, account creation, KYC (if required)
Transaction	Cart contents, order history, payment method, amount, refund records	Invoicing, fraud prevention, accounting
Sensitive Personal Data	Card or UPI details (tokenised via Razorpay), PAN for high-value invoices, health disclosures for certain wellness workshops	Payment processing, statutory compliance
Usage & Device	IP address, browser type, OS, referring URLs, clickstream, geolocation (approx.), cookie identifiers, app log files	Site optimisation, security, analytics
Marketing Preferences	Newsletter consent, WhatsApp opt-in, product interests, feedback surveys	Personalised offers, event invites
Visual & Audio	CCTV footage in the Studio/event venues, photographs/videos shot during workshops (with consent)	Security, promotional material (where consented)

5 | Lawful Bases & Purpose of Processing

We process your data only when at least one of the lawful bases below applies:

- **Contractual necessity** – to supply goods/services, process payments, arrange delivery, provide after-sales support.
 - **Consent** – for newsletters, promotional SMS/WhatsApp, publication of event photographs, or optional surveys. You may withdraw consent at any time.
 - **Legitimate interests** – to improve our Website, prevent fraud, secure our premises, understand customer preferences.
 - **Legal obligation** – to maintain tax records, comply with RBI KYC rules, respond to lawful requests, or enforce our terms.
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6 | Cookies & Similar Technologies

We use first-party and approved third-party cookies/pixels to: keep items in your cart, remember preferences, analyse traffic, show relevant ads, and prevent malicious activity. You may disable cookies in your browser, though some site features may not work. See our **Cookie Notice** (Annex A) for details.

7 | Data Retention

We keep Personal Data only as long as necessary for:

- the purpose for which it was collected;
- defending or establishing legal claims;
- periods mandated by tax, accounting or other laws (e.g., 8 years for Books of Account under the Companies Act 2013).

Thereafter, data is securely deleted or anonymised.

8 | Sharing & Disclosure

We do **not** sell your data. We share it only:

1. **With service providers** – payment gateways, courier companies, hosting providers (Wix), IT-security firms – strictly on a need-to-know basis under confidentiality contracts;
 2. **Within our group/affiliates** – for consolidated accounting and unified customer service;
 3. **With regulators or law-enforcement** – when legally required or to protect rights, property or safety of Designz Life, customers or the public;
 4. **During business transfers** – in case of merger, acquisition or sale of assets, provided the recipient upholds similar privacy standards.
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9 | International Transfers

Our servers are currently located in India (Wix's Asia-Pacific data centre) but some sub-processors (e.g., email automation, cloud backups) may be overseas. Where data is transferred outside India, we ensure an adequate level of protection through contractual clauses in line with Section 16 of the Digital Personal Data Protection Act 2023.

10 | Security Measures

- TLS/SSL encryption for data in transit;
- Tokenisation of card details;
- PCI-DSS-compliant payment processing via Razorpay;
- Role-based access controls and multi-factor authentication for staff;
- ISO-27001-aligned policies for servers hosted by Wix;

- Regular vulnerability scanning, log monitoring and employee training;
- CCTV footage retained for a maximum of 30 days unless required for investigation.

You are responsible for maintaining the confidentiality of your account password and for restricting unauthorised access to your devices.

11 | Your Rights (subject to verification)

Under Indian law you may, by written request:

1. **Access** – know what Personal Data we hold about you;
2. **Correction** – have inaccurate or incomplete data rectified;
3. **Erasure** – request deletion where data is no longer necessary or consent is withdrawn (subject to legal retention obligations);
4. **Data Portability** – receive a copy of data you provided in a structured, machine-readable format (where feasible);
5. **Grievance redressal** – lodge a complaint with our Grievance Officer or the Data Protection Board once constituted.

Email your request to privacy@designzlifestudio.com. We will respond within **15 days** (or such shorter period as the DPDPA may stipulate).

12 | Children’s Privacy

Our products are intended for persons aged 18 years and above. We do not knowingly collect Personal Data from minors without the verifiable consent of a parent or guardian. If you believe a child under 18 has provided us data, contact us for prompt deletion.

13 | Links to Third-Party Sites

Our Website may contain links or plugins (payment, shipping, social media) that are governed by independent privacy policies. We do not control and are not responsible for their content or practices. Please review their policies before sharing data.

14 | Email, SMS & Messaging Preferences

You may unsubscribe from marketing e-mails via the link in each message. For WhatsApp/Telegram/SMS promotions, reply with “STOP” or email us. Transactional communications (order updates, invoices) will continue as required by law.

15 | Changes to this Policy

We may update this Policy to reflect new legal requirements or business changes. Any modifications will be posted on the Website with a revised “Last Updated” date. Material changes will be notified by e-mail or prominent notice.

16 | Grievance Officer & Contact

Shreya Saha – Grievance Officer

Designz Life Studio, 97 Santoshpur Avenue (1st Floor), Kolkata 700075, West Bengal, India

designzlife8@gmail.com

+91 98367 83088

(Office hours: Mon-Fri, 10:00–18:00 IST)

If we fail to address your concern satisfactorily, you may escalate to the competent authority under the IT Act or, once operational, the Data Protection Board of India.