**Nexaura Holdings** **Privacy Policy**

This Privacy Policy outlines how **Nexaura Holdings**. ("we," "us," or "our") collects, uses, and discloses your information when you use our website and services. We value your privacy and are committed to protecting your personal data. By using our website or services, you agree to the collection and use of information in accordance with this policy.

1. **Definitions**
   1. Personal Data: Any information that relates to an identified or identifiable individual.
   2. Usage Data: Data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
   3. Cookies: Small files stored on your device that help websites remember information about your visit.
   4. Service Provider: A third-party company or individual employed by us to facilitate or provide the service, perform service-related tasks, or assist us in analysing how the service is used.
   5. Device: Any device that can access the service, such as a computer, cellphone, or digital tablet.
2. **Information We Collect**
   1. Personal Information: We may collect personally identifiable information, such as your name, email address, phone number, shipping address, and billing address when you register an account, place an order, or contact us.
   2. Usage Data: We automatically collect data about how you use our website, including your IP address, browser type, device information, pages visited, and time spent on each page. This helps us improve our website and tailor your experience.
   3. Cookies: We use cookies and similar tracking technologies to enhance your browsing experience, analyse website traffic, and personalize content.
3. **Cookies Policy**

Cookies are small text files that are placed on your device by websites you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

* 1. **How We Use Cookies**

We use cookies for the following purposes:

* + 1. Essential Cookies: These cookies are necessary for the website to function properly. They enable basic functions like page navigation and access to secure areas of the website.
    2. Functional Cookies: These cookies allow the website to remember choices you make (such as your language preference) and provide enhanced features.
    3. Performance and Analytics Cookies: These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. This helps us improve our website's performance.
    4. Advertising and Marketing Cookies: These cookies are used to deliver relevant advertisements to you and track the effectiveness of our marketing campaigns.
  1. **Managing Your Cookie Preferences**

You can control and manage cookies through your browser settings. Most browsers allow you to block or delete cookies. However, disabling cookies may affect your ability to use certain features of our website.

1. **How We Use Your Information**
   * 1. To Provide and Improve Services: We use your information to process orders, manage your account, communicate with you, and personalise your experience.
     2. Marketing and Communication: With your consent, we may send you promotional emails about our products, services, or special offers. You can opt-out of these communications at any time.
     3. Analytics: We analyse usage data to understand how our website is used, identify trends, and improve our offerings.
     4. Legal Compliance: We may use your information to comply with applicable laws and regulations.
   1. **Sharing Your Information**
      1. Service Providers: We may share your information with trusted third-party service providers who help us operate our website and services, such as payment processors and shipping companies. These providers are obligated to protect your data.
      2. Business Transfers: In the event of a merger, acquisition, or sale of assets, your information may be transferred. We will notify you before any transfer and provide you with the opportunity to opt-out.
      3. Legal Requirements: We may disclose your information if required by law or to protect our rights, property, or safety.
   2. **Protecting Your Information**

We take reasonable precautions to protect your information, including using secure networks and encryption for sensitive data like payment information. However, no method of transmission over the internet is 100% secure. We encourage you to take steps to protect your personal information.

1. **Your Rights**

You have the right to access, correct, update, or delete your personal information. You can also object to or restrict the processing of your data. To exercise your rights, please contact us using the information below.

1. **Children's Privacy**

Our website and services are not intended for children under the age of 13. We do not knowingly collect personal information from children. If we learn that we have collected personal information from a child under 13 without parental consent, we will take steps to delete the information.

1. **Changes to This Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new policy on our website. We encourage you to review this policy periodically.

1. **Contact Us**

If you have any questions about this Privacy Policy or our data practices, please contact us at info@nexauraholdings.com