

At Sorting Swans Ecosocial Private Limited, we take data privacy and confidentiality seriously. This Data Privacy and Confidentiality Statement outlines our commitment to protecting the personal information of our users and explains how we collect, use, and safeguard the data obtained through our website. By using our website, you consent to the practices described in this statement.

1. **Collection and Use of Personal Information:** We may collect personal information, such as name, email address, and contact details, when you voluntarily provide it to us for specific purposes, such as signing up for our services, subscribing to newsletters, or submitting inquiries. We will only use this information for the purposes for which it was provided and in accordance with applicable laws and regulations.
2. **Security Measures:** We implement robust security measures to protect the personal information you provide to us. We use industry-standard encryption protocols to ensure the confidentiality and integrity of data transmission between your device and our website. Additionally, we maintain administrative, technical, and physical safeguards to protect against unauthorized access, disclosure, alteration, or destruction of personal information.
3. **Third-Party Disclosure:** We do not sell, trade, or transfer your personal information to third parties without your explicit consent unless required by law or as necessary to provide our services. However, we may engage trusted third-party service providers who assist us in operating our website or conducting business activities on our behalf. These service providers are contractually obligated to maintain the confidentiality and security of the personal information they process on our behalf.
4. **Cookies and Tracking Technologies:** We may use cookies, web beacons, and similar tracking technologies to enhance your browsing experience on our website. These technologies help us analyze trends, administer the website, track user movements, and gather demographic information. You have the option to disable cookies through your web browser settings, but this may limit certain functionalities of the website.
5. **Data Retention:** We will retain your personal information for as long as necessary to fulfil the purposes for which it was collected or as required by applicable laws. When we no longer need your information, we will securely dispose of it in accordance with our data retention policies.
6. **Children's Privacy:** Our website is not directed to individuals under the age of 16. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal information from a child under 16 years of age, we will take prompt steps to delete the information from our records.
7. **Updates to the Statement:** We may update this Data Privacy and Confidentiality Statement from time to time to reflect changes in our practices or legal requirements. We encourage you to review this statement periodically to stay informed about how we protect your privacy.
8. **Contact Us:** If you have any questions, concerns, or requests regarding this Data Privacy and Confidentiality Statement or the handling of your personal information, please contact us at [info@sortingswans.com](mailto:info@sortingswans.com)

By using our website, you acknowledge that you have read and understood this Data Privacy and Confidentiality Statement and agree to the collection, use, and disclosure of your personal information as described herein.