

## **Privacy Policy**

**Effective Date: 7 October 2024**

At East India Drums & Barrels Mfg, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you interact with our website, services, and advertising campaigns, including LinkedIn Ads.

### **1. Information We Collect**

**We may collect the following types of information:**

- **Personal Information:** This includes your name, email address, phone number, and any other personal details you provide.
- **Usage Data:** Information on how you interact with our website, including pages visited, time spent, and referral links.
- **Device Information:** IP addresses, browser type, operating system, and other technical data about your device.
- **Cookies and Tracking Technologies:** We use cookies and other tracking technologies to collect data for improving user experience and for targeted advertising purposes.

### **2. How We Use Your Information**

**We use the information we collect for the following purposes:**

- To deliver and optimize our LinkedIn Ads campaigns.
- To personalize your experience and recommend relevant content and products.
- To analyze user behavior and improve our services.
- To send promotional offers, newsletters, and marketing materials, with your consent.
- To comply with legal obligations and enforce our Terms of Service.

### **3. Sharing Your Information**

**We may share your data with the following third parties:**

- **LinkedIn:** To serve personalized advertisements and measure campaign performance.
- **Service Providers:** We may share your data with trusted partners who help us with services such as web hosting, data analysis, and marketing.
- **Legal Compliance:** We may disclose your information if required by law or to protect our legal rights.

### **4. Cookies and Tracking Technologies**

- We use cookies, pixels, and similar technologies to track user activity and gather data about how you use our website and LinkedIn Ads. You can manage or block cookies by adjusting your browser settings, but this may affect your user experience.

## **5. Your Rights and Choices**

**You have the following rights regarding your data:**

- Access: You can request access to the personal data we hold about you.
- Correction: You may request corrections to any inaccurate or incomplete data.
- Deletion: You can request that we delete your personal data under certain conditions.
- Opt-out: You can opt-out of receiving marketing emails or targeted ads by following the unsubscribe instructions or adjusting your preferences in your LinkedIn settings.

## **6. Data Security**

- We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, or misuse. However, please note that no security system is 100% secure.

## **7. Third-Party Links**

- Our website and LinkedIn Ads may contain links to third-party websites. We are not responsible for the privacy practices of these websites. Please review their privacy policies before providing any personal information.

## **8. Changes to This Privacy Policy**

- We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the new policy on our website.