

PRIVACY POLICY

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ABOUT YOUR PRIVACY

At **Cubeluxe**, we care about your privacy and are committed to protecting the personal data you provide when using this website. We have implemented technical and organizational measures to ensure the security of your information.

CATEGORIES OF PERSONAL DATA WE COLLECT AND WHY

2.1 Processing Orders

When you place an order, we collect the following information:

- Name
- Email address
- Telephone number
- Address

This information is used to:

- Administer your order
- Communicate with you about your order (e.g., payment issues or delivery support)

The lawful grounds for this processing are:

- Fulfilling our contractual obligations (when an order is completed)
- Our legitimate interest in enabling order completion (when an order is initiated but not completed)

We will retain your information as long as you are a customer and for an additional 5 years for the purposes mentioned above. Thereafter, it will be saved in accordance with legal requirements, such as Pakistan tax law.

When paying via the website, you need to provide debit or credit card information. We use third-party payment providers to process payments. These providers are data controllers for their own processing of your personal data.

2.2 Website Use and Newsletters

With your consent, we may process personal data (e.g., your name and email address) that you voluntarily provide when:

- Reviewing a product
- Signing up for our newsletter

We collect visitor statistics, including content and pages visited, referring websites, and searches made on this website. This data helps us personalize your online experience and improve our website. We do not collect complete IP addresses, so the data cannot be used to identify you. By enabling cookies in your web browser and using our site, you consent to our use of cookies.

2.3 Direct Marketing and Surveys

With your consent, we may process your email address to send direct marketing information about our products and services. We may also process information about your order history, order value, payment method, and region to send you tailored offers via email and other electronic communication.

You have the right to oppose our processing of your personal data for direct marketing purposes and to unsubscribe from future communications.

We may also process your name, email address, and order history to conduct customer surveys, aiming to improve our services.

WHO HAS ACCESS TO YOUR PERSONAL DATA?

3.1 Third-Party Payment Providers

We use third-party payment providers to handle payments made via this website. To process your order, we may share your name, address, order information, debit or credit card information, and the device used for purchase with the payment provider. These providers are data controllers for their own processing.

3.2 Delivery and Storage Partners and Other Service Providers

To fulfill your order, we use third-party delivery service and storage partners. We will share your name, address, telephone number, and order details with these partners. Additionally, we may work with third-party providers for purposes like customer surveys or sending tailored offers. These providers are contractually obligated to process your data only according to our instructions and implement appropriate security measures.

3.3 Group Companies

For the purposes outlined above, we may disclose your personal data to companies within the Premier Protech Company (Pvt) Ltd group. This is done under the same legal basis as the original processing.

3.4 Other Third Parties

We may disclose your personal data to other third parties to comply with applicable laws, regulations, regulatory requests, or court orders. Additionally, we may disclose data in the event of a merger or transfer of assets.

WHAT ARE YOUR RIGHTS?

You have the right to:

- Access the personal data we hold about you
- Correct any inaccurate or incomplete personal data
- Revoke consent where processing is based on your consent
- Request erasure of your personal data, subject to legal retention requirements
- Restrict processing of your personal data
- Object to certain types of processing
- Data Portability: Request a copy of your personal data in a machine-readable format. This applies to data provided based on your consent or to fulfill our contractual obligations.

If you have any questions regarding our processing of your personal data, please contact us at **privacy@cube.luxe**.

HOW WILL WE NOTIFY YOU OF CHANGES?

We recommend reviewing our Privacy Policy regularly to stay informed about any changes. We will notify you of significant changes by updating the policy on our website.

QUESTIONS?

If you have any questions or concerns about our processing of personal data, please contact us at **privacy@cube.luxe**.

Cubeluxe. A brand of Premier Protech Company (Pvt) Ltd.