PRIVACY POLICY

Fresh and Honest Café Private Limited

Effective Date: 01.01.2024
Last Updated: 01.11.2026

1. Introduction

Fresh and Honest Café Private Limited ("FHCPL", "Company", "we", "us" or "our") respects the privacy of individuals who visit our website, https://freshandhonest.com/ ("Website"), and are committed to handling personal data in a responsible and transparent manner.

This Privacy Policy explains how we collect, use, process, store, disclose and protect personal data when you access our Website or submit an enquiry through the contact or enquiry form available on it.

By accessing the Website or submitting an enquiry, you acknowledge that you have read this Privacy Policy. Where consent is required under applicable law, we will obtain such consent in the manner prescribed by law.

2. Personal Data We Collect

The Website is primarily intended to provide information about the Company and its products and services and to enable visitors to contact us.

When you submit an enquiry through the Website, we may collect the following information:

- Name;
- Company or organisation name;
- Email address;
- Mobile number;
- Information or description provided by you in the enquiry field; and
- Information generated or processed for CAPTCHA verification.

The provision of information marked as mandatory in the enquiry form is necessary for us to receive and respond to your enquiry. You should avoid submitting unnecessary personal, confidential or sensitive information through the enquiry form.

We may also receive limited technical information, such as IP address, browser or device information, and information relating to the operation and security of the Website, where generated or required for the functioning of the Website and CAPTCHA verification.

3. Purpose of Collection and Processing

We process personal data for the following purposes:

a. to receive, register, review and respond to enquiries submitted through the Website;

b. to contact you in connection with your enquiry and provide information about our products and services relevant to that enquiry;

c. to communicate with you regarding potential business opportunities, quotations, proposals or commercial arrangements arising from your enquiry;

d. to route and manage enquiries internally through the Company's authorised teams;

e. to verify that enquiries are submitted through legitimate users and to prevent automated submissions, spam, misuse or unauthorised access through CAPTCHA functionality;

f. to maintain records of enquiries and related communications;

g. to maintain the security, functionality and integrity of the Website and the systems used to process enquiries;

h. to comply with applicable laws, regulatory requirements and lawful directions; and

i. to establish, exercise or defend legal claims, where necessary.

We will not use personal data collected through the enquiry form for unrelated promotional or marketing communications unless we have an appropriate lawful basis and, where required, obtain your consent.

4. Use of Zoho CRM and CAPTCHA Functionality

FHCPL uses Zoho CRM to receive, organise, manage and process enquiries submitted through the Website.

Information submitted through the enquiry form may be transmitted to and processed through Zoho CRM on behalf of FHCPL. Zoho acts as a service provider processing such information for the Company's business purposes and in accordance with the applicable service arrangements.

The enquiry form also uses Zoho's own CAPTCHA functionality to distinguish genuine submissions from automated or spam submissions. In connection with this functionality, Zoho may process technical information necessary to perform the verification.

Based on the information provided by FHCPL, enquiry information processed through the relevant Zoho services is stored and processed in India.

FHCPL will take reasonable steps to ensure that its arrangements with Zoho appropriately address confidentiality, security, permitted processing, access and deletion of personal data.

5. Internal Access to Personal Data

Access to enquiry information is restricted to authorised personnel of FHCPL who require such access for the purposes described in this Privacy Policy.

Depending on the nature of the enquiry and the work involved, authorised personnel belonging to the following teams may access the information:

- IT Team;
- Call Centre Team; and
- Marketing Team.

Such access is intended to facilitate the receipt, allocation, review, follow-up and response to enquiries. FHCPL expects its personnel to handle the information confidentially and only for authorised business purposes.

6. Disclosure of Personal Data

FHCPL does not sell personal data collected through the Website.

Personal data may be disclosed or made available, on a need-to-know basis, to:

a. Zoho, in its capacity as the service provider processing enquiry information and providing CAPTCHA functionality;

b. authorised employees and internal teams of FHCPL;

c. professional advisers, auditors, consultants or service providers, where access is necessary for the relevant purpose;

d. governmental, regulatory, judicial or law-enforcement authorities, where disclosure is required under applicable law or pursuant to a lawful direction; and

e. other persons, where disclosure is necessary to establish, exercise or defend legal claims or protect the rights and interests of FHCPL.

Where third-party service providers process personal data on behalf of FHCPL, the Company will take reasonable steps to ensure that such processing is governed by appropriate contractual and security arrangements.

7. Retention of Personal Data

FHCPL retains personal data only for as long as reasonably necessary to fulfil the purpose for which it was collected, unless a longer retention period is required or permitted under applicable law.

For enquiries submitted through the Website, FHCPL proposes to follow the following retention approach:

a. Enquiries that do not result in a business relationship

Personal data relating to an enquiry that does not result in a business relationship will ordinarily be retained for up to twelve (12) months from the date of the last meaningful communication or interaction concerning that enquiry.

At the end of this period, the information will be deleted or anonymised, unless:

- the enquiry remains active or is under consideration;
- further retention is reasonably necessary for a continuing business discussion;
- retention is required under applicable law; or
- retention is necessary to establish, exercise or defend a legal claim.

b. Enquiries that result in a business relationship

Where an enquiry results in a business relationship, the relevant information may be retained for the duration of that relationship and thereafter for the period required under applicable laws, contractual obligations, accounting and record-keeping requirements, or for the establishment, exercise or defence of legal claims.

The retention of customer, transaction, contractual, invoicing and statutory records will be governed by the applicable legal and internal record-retention requirements of FHCPL.

c. Security and system records

Technical records and logs may be retained separately for Website security, monitoring, investigation of unauthorised access and related purposes, for the period required under applicable law.

d. Deletion

Upon expiry of the applicable retention period, FHCPL will take reasonable steps to delete or anonymise the relevant personal data from its systems and, where applicable, require its service providers to do the same, subject to lawful retention requirements and reasonable technical limitations relating to backups.

The above retention periods are subject to review and may be modified to ensure compliance with applicable laws.

8. Cookies and Similar Technologies

The Website may use cookies or similar technologies that are necessary for its basic functionality, security and proper operation.

The Website's enquiry form uses Zoho's CAPTCHA functionality, which may process technical information necessary to verify submissions and prevent automated or abusive activity.

As on the date of this Privacy Policy, FHCPL has confirmed that Google Analytics, Meta Pixel and other analytics or advertising-tracking tools are not active on the Website.

If FHCPL introduces analytics, advertising or other non-essential tracking technologies in the future, the Company will update this Privacy Policy and implement any consent or notice requirements applicable to such technologies.

You may also manage or disable cookies through your browser settings. However, disabling certain essential cookies or verification functionality may affect the operation of parts of the Website.

9. Security of Personal Data

FHCPL takes reasonable steps to protect personal data against unauthorised access, disclosure, alteration, loss or misuse.

These measures may include restricting access to authorised personnel, using service providers with appropriate security arrangements, and maintaining reasonable technical and organisational safeguards.

However, no method of transmission over the internet or electronic storage can be guaranteed to be completely secure. Accordingly, while FHCPL takes reasonable precautions, it cannot guarantee absolute security of information transmitted through the Website.

10. Rights of Individuals

Subject to applicable law and the commencement and applicability of the relevant provisions of the Digital Personal Data Protection Act, 2023, individuals may have rights in relation to their personal data, including the right to:

a. obtain information regarding the processing of their personal data;
b. seek correction, completion or updating of inaccurate or incomplete personal data;
c. request erasure of personal data, subject to applicable legal and retention requirements;
d. withdraw consent where processing is based on consent; and
e. raise grievances regarding the processing of their personal data.

Requests concerning personal data may be submitted using the contact details set out in this Privacy Policy. FHCPL may require reasonable information to verify the identity of the person making a request before acting upon it. The Company will address such requests in accordance with applicable law.

11. Third-Party Websites

The Website may contain links to websites or online services operated by third parties. Such websites are not controlled by FHCPL and may have their own privacy policies and practices.

FHCPL is not responsible for the privacy practices, content or security of third-party websites. Visitors are advised to review the privacy policies of such websites before providing any personal data.

12. Children's Personal Data

The Website and its enquiry functionality are intended for business and general informational purposes and are not specifically directed at children.

FHCPL does not knowingly seek to collect personal data of children through the enquiry form. If FHCPL becomes aware that personal data of a child has been collected in circumstances requiring parental consent or other safeguards under applicable law, the Company will take appropriate steps in accordance with such law.

13. Changes to this Privacy Policy

FHCPL may amend or update this Privacy Policy from time to time to reflect changes in its data-processing practices, Website functionality, service providers or applicable legal requirements.

The updated version will be published on the Website along with the revised effective date. Visitors are encouraged to review this Privacy Policy periodically.

14. Contact Information and Grievances

For questions, requests or grievances concerning the collection, use, processing or protection of personal data by FHCPL, you may contact:

Fresh and Honest Café Private Limited
Attention: IT Manager
Address: 3rd Floor, Hallmark Towers, No.35(SP), Thiru Vi Ka Industrial Estate, Guindy, Chennai-600032
Email: info@freshandhonest.com

FHCPL will endeavour to address communications concerning personal data in accordance with applicable law.