

# PRIVACY POLICY

## **Custom Wears Field (CWF).**

At CWF, we value the trust of our customers and are committed to protect the privacy and security of all personal information shared with us. This Privacy Policy explains how we collect, use, store, and safeguard your information when you visit our website, place an order, or communicate with us through any of our channels.

## **INFORMATION WE COLLECT**

We may collect the following information from our customers and website visitors:

- Full Name
- Phone Number
- Email Address
- Shipping and Billing Address
- Order Details and Purchase History
- Payment-Related Information
- Website Usage and Browsing Data
- Communication Records through Email, WhatsApp, Phone Calls, or Social Media (SMN)

## **HOW WE USE YOUR INFORMATION**

The information collected is used for:

- Processing and delivering your orders
- Providing customer support and assistance
- Sending order confirmations and delivery updates
- Responding to inquiries and requests
- Improving our products, services, and website experience
- Preventing fraud and maintaining website security
- Complying with legal and regulatory requirements

## **DATA SECURITY & PROTECTION**

At CWF, customer privacy is one of our highest priorities. We implement advanced security measures, encryption technologies, and secure data management practices to protect your personal information from unauthorized access, misuse, disclosure, or alteration.

All customer information, including phone numbers, addresses, and contact details, is handled with strict confidentiality and stored using secure systems designed to safeguard your privacy.

## **SHARING OF INFORMATION**

We do not sell, rent, trade, or share your personal information with third parties for marketing purposes.

Your information may only be shared with trusted service providers when necessary to:

- Process payments
- Fulfill and deliver orders

- Provide customer support services
- Meet legal obligations

All such partners are required to maintain the confidentiality and security of your information.

### **COOKIES AND WEBSITE ANALYTICS**

Our website may use cookies and similar technologies to improve user experience, analyze website traffic, and understand customer preferences.

You may choose to disable cookies through your browser settings; however, some website features may not function properly.

### **MARKETING COMMUNICATIONS**

With your consent, we may send promotional offers, product updates, and special announcements via email, SMS, or WhatsApp.

You may opt out of receiving marketing communications at any time by contacting us or using the unsubscribe options provided.

### **CUSTOMER RIGHTS**

Customers have the right to:

- Access their personal information
- Request correction of inaccurate information
- Request deletion of personal information where legally permitted
- Withdraw consent for marketing communications

To exercise these rights, please contact us using the details provided below.

### **THIRD-PARTY LINKS**

Our website may contain links to third-party websites. CWF is not responsible for the privacy practices, content, or policies of external websites. We encourage users to review the privacy policies of any third-party sites they visit.

### **UPDATES TO THIS POLICY**

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be posted on this page and will become effective immediately upon publication.

### **OUR PHYSICAL STORE**

In addition to our online presence, CWF also operates a physical retail store where customers can visit, explore products, and receive personalized assistance.

### **CONTACT INFORMATION**

If you have any questions regarding this Privacy Policy or the handling of your personal information, please contact us:

#### **Store Address:**

House No. 1, Street No. 1, Opposite Al Fatah, Cavalry Ground, Lahore Cantt, Punjab Pakistan

#### **Phone Number:**

+92 (42) 36408030

**WhatsApp Number:**

+92 317 1110674

**Email Address:**

[info@customwearsfield.store](mailto:info@customwearsfield.store)