

Privacy Policy – TheDashboard.co.in

Effective Date: **10th October 2025**

Last Updated: **6th October 2025**

1. Introduction

Welcome to **TheDashboard.co.in** (“we”, “our”, “us”). We value your trust and are committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your information when you use our website and services (“TheDashboard” or “Platform”).

By accessing or using TheDashboard, you agree to this Privacy Policy.

2. Information We Collect

We may collect the following types of data:

a. Personal Information:

- Name
- Email address
- Phone number (if provided for alerts or campaigns)
- Company or brand name (optional)
- Billing and payment information (for paid plans)

b. Non-Personal & Technical Information:

- Browser type, IP address, operating system
- Usage patterns and clickstream data
- Aggregated analytics through cookies or third-party tools (e.g., Google Analytics)

c. Amazon Data:

When you connect your Amazon ASINs, we access publicly available review and rating data for analytics purposes. We do **not** access or store any confidential seller account credentials.

3. How We Use Your Information

We use your information to:

- Provide and improve our review analytics and dashboard services
- Send alerts and notifications related to product performance
- Personalize your experience and dashboard reports
- Respond to queries and support requests
- Process payments and manage subscriptions

- Comply with legal obligations
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4. Cookies and Tracking

We use cookies to enhance your browsing experience and analyze site traffic. You can disable cookies in your browser, but some features may not function properly.

5. Data Sharing and Disclosure

We do **not** sell, rent, or trade your data. Information may be shared only with:

- **Service providers** who help operate our business (e.g., hosting, analytics, payment processing)
- **Legal authorities**, if required by law or to protect our rights

All third-party partners comply with appropriate data protection standards.

6. Data Security

We use secure servers, SSL encryption, and restricted data access to protect your information. While we take all reasonable precautions, no method of transmission over the internet is 100% secure.

7. Your Rights

You have the right to:

- Access, update, or delete your personal information
- Withdraw consent to data processing
- Request a copy of your stored data

To exercise these rights, contact us at **support@thedashboard.co.in**.

8. Retention of Data

We retain your data only as long as necessary to provide our services and comply with legal obligations.

9. Third-Party Links

Our platform may contain links to Amazon or third-party websites. We are not responsible for their privacy practices or content.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised “Effective Date.”

11. Contact Us

If you have any questions or concerns about this Privacy Policy, contact us at:

 [**support@thedashboard.co.in**](mailto:support@thedashboard.co.in)

 [**thedashboard.co.in**](https://thedashboard.co.in)