

Privacy Policy

Effective date: September 18, 2026

This Privacy Policy explains how Tribal Trail LLP collects, uses, discloses, and protects personal information when you visit or use our online store, purchase our products, communicate with us, subscribe to marketing, or otherwise interact with us.

1. Information We Collect

Depending on how you interact with us, we may collect:

- Contact information, such as name, email address, telephone number, billing address, and shipping address.
- Order and transaction information, such as products purchased, order history, returns, refunds, discounts, and subscription status.
- Payment-related information. Payments are processed by third-party payment providers; we may receive transaction identifiers, payment status, and limited payment details rather than complete card credentials.
- Account and subscription information, including preferences, delivery frequency, saved settings, and communications concerning recurring orders.
- Device and online activity information, such as IP address, browser or device information, cookie identifiers, pages viewed, interactions, referral information, and advertising or analytics data.
- Communications you send to us, including customer-support requests, reviews, survey responses, and information submitted through forms.
- Marketing preferences and consent records for email or SMS communications.

2. How We Use Personal Information

- Process, fulfill, deliver, manage, and support orders and returns.
- Administer accounts, subscriptions, discounts, and customer-service requests.
- Process payments and help prevent fraud, misuse, and security incidents.
- Communicate transactional information about orders, deliveries, subscriptions, payments, or account activity.
- Send marketing communications where permitted and in accordance with your choices.
- Measure, analyze, personalize, and improve our website, products, advertising, and customer experience.
- Comply with legal obligations, enforce our terms, and protect our rights, customers, and services.

3. Cookies, Analytics, and Advertising

Our store may use cookies, pixels, tags, software development tools, and similar technologies for essential store functionality, analytics, personalization, fraud prevention, and advertising. Depending on our configuration, service providers may include Shopify, Google, Meta, email/SMS platforms, payment providers, fulfillment providers, and other technology partners.

Where required or made available by applicable law, we will provide appropriate cookie controls and mechanisms to opt out of certain targeted advertising, sharing, or similar processing.

4. How We Disclose Personal Information

We may disclose personal information to service providers and partners that help us operate the store, including ecommerce hosting, payment processing, fulfillment and delivery, customer support, analytics, advertising, email/SMS communications, fraud prevention, professional advisers, and information-technology providers.

For example, our store uses Shopify and our U.S. orders may be fulfilled through Amazon Multi-Channel Fulfillment. We may also use Google, Meta, email/SMS platforms, and payment providers such as Cashfree, Razorpay, PayPal, or other providers depending on our store configuration.

We may also disclose information when required by law, to protect legal rights or safety, in connection with a corporate transaction, or with your direction or consent.

5. Marketing Communications

If you opt in to email or SMS marketing, we may send promotional communications in accordance with your consent and applicable law. You can unsubscribe from marketing emails using the unsubscribe link provided in the message. SMS marketing, if offered, will use a separate consent mechanism and will include applicable opt-out instructions. Providing a telephone number for order or delivery purposes does not by itself constitute consent to receive SMS marketing.

6. U.S. State Privacy Rights

Depending on where you live and whether an applicable state privacy law applies to our activities, you may have rights concerning your personal information, which can include rights to request access, correction, deletion, portability, or information about certain disclosures, and rights to opt out of certain targeted advertising, sale, or sharing of personal information. Rights and exceptions vary by state.

To submit a privacy request, contact us at tribaltrailindia@gmail.com. We may need to verify your identity before completing a request. We will not discriminate against you for exercising applicable privacy rights.

7. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this policy, including to provide products and services, maintain business and transaction records, meet tax, accounting, fraud-prevention and legal obligations, resolve disputes, and enforce agreements. Retention periods vary according to the type of information and applicable requirements.

8. Data Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. International Processing

Tribal Trail LLP is located in India and serves customers in the United States. Our service providers may process information in the United States, India, and other countries where they or their subprocessors operate. Privacy and data-protection laws may differ between jurisdictions.

10. Children

Our store is intended for adults and is not directed to children under 13. We do not knowingly collect personal information from children under 13 through the store. If you believe a child has provided personal information to us, please contact us.

11. Third-Party Sites and Services

Our website may link to or integrate with third-party websites or services. Their privacy practices are governed by their own policies, and we encourage you to review them.

12. Changes to This Policy

We may update this Privacy Policy to reflect changes to our practices, technologies, service providers, or legal requirements. The effective date at the top of this policy indicates when this version became effective.

The specific vendors supporting our store may change over time. We will maintain this policy and our privacy configuration so that material data practices are accurately described. References to potential providers do not mean that every listed provider receives every category of personal information.

16. Service Provider Changes

Where applicable law requires us to recognize an opt-out preference signal or provide a method to opt out of targeted advertising, sale, or sharing, we will implement the required mechanism through our store or privacy tools. The exact choices presented may depend on the visitor's jurisdiction and the technologies active on the store.

15. Privacy Choices and Browser Signals

If we offer promotional SMS messages, marketing consent will be requested separately from ordinary order or delivery communications. Consent to receive marketing texts is not a condition of purchase. The signup flow should disclose the program terms required by applicable law, including how to opt out. Customers may withdraw SMS marketing consent using the opt-out method stated in the message or program terms.

14. SMS Marketing

We do not intend to store complete payment-card numbers or card security codes on our own systems. Payment credentials are handled by the payment services made available through the store, subject to their own security and privacy practices.

13. Sensitive Payment Information

Contact Us

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