

# Privacy Policy

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**LuxMarket.pk Effective Date:** April 28, 2026 **Last Updated:** April 28, 2026

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## 1. Introduction

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LuxMarket.pk (“we”, “our”, “us”) is operated by **HYPERBLOCK (PRIVATE) LIMITED**, registered at CP#96 4th Floor Raya Fairways, Phase 6 DHA, Lahore, Punjab, Pakistan (CUIN: 0330809).

We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.luxmarket.pk](http://www.luxmarket.pk) and make purchases from us.

Please read this policy carefully. If you disagree with its terms, please discontinue use of our site.

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## 2. Information We Collect

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We collect information you provide directly to us, information collected automatically when you use our Service, and information from third parties.

### 2.1 Information You Provide

Category	Examples
Account Information	Name, email address, password
Purchase Information	Billing address, shipping address, payment details
Communication Data	Messages sent to our support team
Profile Information	Preferences, wishlist, order history

## 2.2 Information Collected Automatically

When you visit our website, we automatically collect certain information, including:

- **Device Information:** IP address, browser type, operating system.
- **Usage Data:** Pages visited, time spent on pages, links clicked.
- **Cookie Data:** Session cookies, preference cookies, analytics cookies.

## 2.3 Information from Third Parties

We may receive information about you from third-party services such as payment processors, social media platforms (if you connect your account), and analytics providers.

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## 3. How We Use Your Information

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We use the information we collect for the following purposes:

- To process and fulfill your orders, including sending order confirmations and shipping updates.
  - To manage your account and provide customer support.
  - To send promotional communications (only with your consent).
  - To improve our website, products, and services.
  - To detect, prevent, and address technical issues and fraudulent activity.
  - To comply with legal obligations.
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## 4. Sharing Your Information

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We do not sell, trade, or rent your personal information to third parties. We may share your information with:

- **Service Providers:** Companies that assist us in operating our website and conducting our business (e.g., payment processors, shipping companies, email service providers), subject to confidentiality agreements.

- **Legal Requirements:** When required by law, court order, or governmental authority.
  - **Business Transfers:** In connection with any merger, acquisition, or sale of assets.
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## 5. Cookies

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We use cookies and similar tracking technologies to enhance your experience on our website. You can control cookie settings through your browser preferences. Disabling cookies may affect the functionality of certain features.

Cookie Type	Purpose
Essential Cookies	Required for the website to function properly
Analytics Cookies	Help us understand how visitors use our site
Preference Cookies	Remember your settings and preferences
Marketing Cookies	Used to deliver relevant advertisements

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## 6. Data Security

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We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

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## 7. Data Retention

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We retain your personal information for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law. When your data is no longer needed, we will securely delete or anonymize it.

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## 8. Your Rights

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Depending on your location, you may have the following rights regarding your personal data:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal data, subject to certain exceptions.
- **Objection:** Object to the processing of your personal data.
- **Portability:** Request transfer of your data to another service provider.

To exercise any of these rights, please contact us at the details below.

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## 9. Children's Privacy

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Our Service is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you become aware that a child has provided us with personal information, please contact us immediately.

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## 10. Changes to This Policy

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We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new policy on this page and updating the "Last Updated" date. Your continued use of the Service after changes are posted constitutes your acceptance of the updated policy.

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## 11. Contact Us

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

**HYPERBLOCK (PRIVATE) LIMITED** CP#96 4th Floor Raya Fairways, Phase 6 DHA, Lahore, Punjab, Pakistan CUIIN: 0330809 Email: [info@hyperblock.pk](mailto:info@hyperblock.pk) Website: [www.luxmarket.pk](http://www.luxmarket.pk)