

Privacy Policy

At **Madurai KMR Tours and Travels**, your privacy is of utmost importance to us. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you use our taxi booking services through our website, mobile app, or any other platform.

1. Information We Collect

We may collect the following information from you:

- **Personal Information:** Name, phone number, email address, and billing details.
- **Booking Details:** Pickup and drop locations, travel dates, and preferred vehicle type.
- **Location Information:** Real-time GPS data (with your consent) to provide accurate pickup and travel support.
- **Device Information:** IP address, browser type, and operating system for analytics and security purposes.

2. How We Use Your Information

Your data is used for the following purposes:

- To process and manage your taxi bookings.
- To provide customer support and respond to inquiries.
- To send updates regarding your booking, promotions, or changes in service.
- To improve our website, services, and customer experience.
- To ensure compliance with local laws and regulations.

3. Data Sharing and Disclosure

We do **not** sell or rent your personal data. However, we may share information with:

- Our drivers and partners for fulfilling your booking.
- Service providers assisting in payment processing, IT, and customer service.

- Legal authorities, if required by law.

4. Data Security

We implement standard industry measures to protect your personal data against unauthorized access, misuse, or alteration. However, no method of transmission over the internet is 100% secure.

5. Cookies and Tracking Technologies

Our website may use cookies to enhance user experience, analyze site usage, and personalize content. You can manage cookie preferences in your browser settings.

6. Your Rights

You have the right to:

- Access or correct your personal information.
- Withdraw consent or request data deletion.
- Opt-out of marketing communications at any time.

7. Third-Party Links

Our site may contain links to third-party websites. We are not responsible for their privacy practices and encourage you to read their privacy policies.

8. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated effective date.

9. Contact Us

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

Madurai KMR Tours and Travels: maduraikmrtravels@gmail.com