

PRIVACY POLICY

Mysuru Saki

Effective Date: June 2026

Last Updated: June 2026

1. Introduction

Welcome to Mysuru Saki, a Mysore-focused city guide and informational website. We are committed to protecting your privacy and being fully transparent about how we collect, use, and safeguard your information.

This Privacy Policy explains our data practices in accordance with applicable Indian law — including the Digital Personal Data Protection Act, 2023 (DPDPA) — as well as internationally recognised standards under the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), to the extent they apply to our operations.

2. Who We Are

Website Name: Mysuru Saki

Location: Mysore (Mysuru), Karnataka, India

Mysuru Saki is an independent informational platform covering cafes, restaurants, events, local attractions, and general city information about Mysore.

3. What Data We Collect and Why

We collect only the data necessary to operate this website, improve user experience, and run our advertising campaigns. We do not collect sensitive personal information such as government ID numbers, financial details, or passwords.

3a. Data Collected Automatically (via GA4 and GTM)

When you visit our website, the following information may be collected automatically through Google Analytics 4 (GA4) and Google Tag Manager (GTM):

- Pages visited and time spent on each page
- Referring website or traffic source (how you found us)
- General geographic location (city/country level - not precise address)
- Device type, browser, and operating system
- Anonymised IP address (GA4 anonymises IPs by default)
- User interactions such as button clicks, scroll depth, and link clicks (via GTM event tracking)

Purpose: To understand how visitors use the website, which pages are most popular, and to improve content and navigation. This data is aggregated and is not linked to any personally identifiable information.

3b. Data Collected via Advertising Platforms

We run paid advertising campaigns on Google Ads and Meta Ads (Facebook/Instagram). These platforms may collect data through cookies and pixels placed on our website, including:

- Website visits and page views
- Ad interactions (impressions, clicks, conversions)
- Custom audience signals for retargeting (e.g., users who visited a specific page)
- Lookalike audience modelling (platform-side, not controlled by us)

Purpose: To serve relevant ads to people who have previously visited our website (retargeting) and to reach new audiences with similar interests. We do not purchase or sell any personal data. All audience targeting is managed through the respective platform's own tools and their data policies apply.

3c. Contact or Enquiry Forms

If our website includes a contact form, we may collect your name and email address solely for the purpose of responding to your enquiry. This information is not shared with any third party for marketing purposes and is retained only for as long as necessary to address your query.

4. Cookies and Tracking Technologies

Our website uses cookies - small text files stored on your browser - and similar tracking technologies. The types of cookies we use include:

- Essential Cookies: Required for the website to function correctly.
- Analytics Cookies (GA4): Help us understand how visitors interact with the website. Data is anonymised.
- Advertising Cookies (Google Ads & Meta Pixel): Used for ad targeting and retargeting. These are third-party cookies governed by Google and Meta's own privacy policies.

You may manage or disable cookies through your browser settings at any time. Note that disabling cookies may affect certain features of the website. We recommend implementing a Cookie Consent Banner on the website to comply with DPDPA 2023 and GDPR requirements before placing any non-essential tracking cookies.

5. How We Use Your Data

We use the data collected for the following purposes only:

- Website analytics and performance monitoring
- Understanding audience behaviour to improve content
- Running Google Ads and Meta Ads campaigns (including retargeting)
- Responding to user enquiries (if a contact form is used)

- Ensuring website security and preventing fraud

We do not use your data for any unlawful purpose, do not sell your personal data, and do not share it with any unauthorised third parties.

6. Third-Party Services

We use the following third-party services, each of which has its own privacy policy:

- Google Analytics 4 (GA4) - <https://policies.google.com/privacy>
- Google Tag Manager (GTM) - <https://policies.google.com/privacy>
- Google Ads - <https://policies.google.com/privacy>
- Meta (Facebook) Ads & Pixel - <https://www.facebook.com/privacy/policy>
- Hostinger (Web Hosting) - <https://www.hostinger.com/privacy-policy>

We are not responsible for the privacy practices of these third-party platforms. We encourage you to review their respective policies.

7. Content Sourcing and Copyright Compliance

Mysuru Saki publishes informational content about Mysore, including coverage of local events, cafes, restaurants, and attractions. With respect to content sourcing, we commit to the following practices:

- **Event Promotions:** When promoting local events, we reference official event organisers as the source. Promotional materials (such as posters or announcements) are sourced directly from the official event organisers or their verified public-facing channels and are credited accordingly. We do not claim ownership of such materials.
- **Factual Information:** Any factual references to third-party content, publications, or well-known authors are clearly attributed. We do not reproduce copyrighted text in full without permission.
- **Original Content:** Where we create original content, it is the intellectual property of Mysuru Saki.
- **No Endorsement:** Featuring an event or business on Mysuru Saki does not constitute a formal endorsement unless explicitly stated.
- **DMCA / Takedown:** If you believe any content on this website infringes your copyright, please contact us at [your email address] with details and we will take prompt corrective action.

8. Data Retention

Analytics data collected via GA4 is retained for a default period of 14 months, after which it is automatically deleted by Google. Advertising audience data on Google Ads and Meta follows each platform's own retention policies. Any contact form data we hold is deleted once the relevant enquiry has been resolved, and no later than 12 months from collection.

9. Your Rights

Under applicable data protection law (including India's DPDPA 2023), you have the following rights:

- **Right to Access:** You may request a copy of the personal data we hold about you.
- **Right to Correction:** You may ask us to correct inaccurate data.
- **Right to Erasure:** You may request deletion of your personal data, subject to legal obligations.
- **Right to Withdraw Consent:** Where processing is based on your consent, you may withdraw it at any time.
- **Right to Grievance Redressal:** Under DPDPA 2023, you may raise a complaint with us or with the Data Protection Board of India.

To exercise any of these rights, please contact us at: writetousmysurusaki@gmail.com

10. Children's Privacy

Mysuru Saki is not directed at children under the age of 18. We do not knowingly collect personal data from minors. If you believe a minor has submitted personal data to us, please contact us and we will delete it promptly.

11. Data Security

We take reasonable technical and organisational measures to protect your data from unauthorised access, loss, or misuse. Our website is hosted on Hostinger, which maintains its own security infrastructure. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, tools, or legal obligations. The updated version will be posted on this page with a revised 'Last Updated' date. We encourage you to review this page periodically.

13. Contact Us

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

Email: writetousmysurusaki@gmail.com

Location: Mysore, Karnataka, India

Event posters belong to their respective creators and organisers. Mysuru Saki shares these for community awareness only.

Legal Compliance Note

This Privacy Policy has been prepared with reference to the following frameworks and regulations:

- Digital Personal Data Protection Act, 2023 (DPDPA) — India
- Information Technology Act, 2000 and IT (Amendment) Act, 2008 — India
- General Data Protection Regulation (GDPR) — European Union (best practice reference)
- Google Analytics Terms of Service and Measurement Controller-Controller Data Protection Terms
- Meta Platform Terms and Data Policy
- Indian Copyright Act, 1957 (for content sourcing practices)

Disclaimer: This document is prepared for informational and operational use. It is recommended that you consult a qualified legal professional familiar with Indian digital law before publishing this policy on a live website, particularly as the DPDPA 2023 implementing rules are still being finalised.