

Privacy Policy – B.P. Appliances

Website: <https://bpappliances.com>
Effective Date: 01 January 2026
Last Updated: 21 January 2026

Introduction

B.P. Appliances (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit our website or interact with us through enquiries, sales, or service channels.

Information We Collect

We may collect personal information such as name, phone number, email address, postal address, product details, and service information. Technical data such as IP address, browser type, device information, and website usage may also be collected.

Use of Information

Collected information is used to respond to enquiries, process orders, arrange deliveries and installations, provide warranty and after-sales support, improve services, and comply with legal obligations.

Cookies and Tracking Technologies

Our website may use cookies and similar technologies to enhance user experience, analyze performance, and improve functionality. Cookie settings can be managed through your browser.

Sharing of Information

We do not sell personal information. Data may be shared only with authorized service partners, logistics providers, brand partners, or legal authorities when required.

Data Security

Appropriate technical and organizational safeguards are implemented to protect personal data. However, no online transmission can be guaranteed to be completely secure.

Data Retention

Personal data is retained only for as long as necessary to fulfill business, service, or legal requirements.

Your Rights

You have the right to access, correct, or request deletion of your personal information, subject to applicable laws.

Children's Privacy

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal data from children.

Changes to This Policy

This Privacy Policy may be updated periodically. Any changes will be published on our website with a revised date.

Contact Information

B.P. Appliances

Head Office: Berhampore, West Bengal, India

Email: customercare@bpappliances.com

Phone: +91-94334-23907 / +91-99330-2907