

Privacy Policy



Effective Date: 09/06/2025

Last Updated: 09/06/2025

EcoNiti (“we,” “us,” or “our”) is firmly committed to the privacy and security of personal data collected through its website. This Privacy Policy outlines the procedures adopted by EcoNiti for the collection, use, disclosure, storage, and protection of personal data in accordance with the applicable laws of India, including the Information Technology Act, 2000 and the Digital Personal Data Protection Act, 2023.

By accessing or using our website, you confirm that you have read, understood, and agree to be bound by the terms of this Privacy Policy. If you do not agree with our practices, you are advised not to use our services.

1. Collection of Personal Data

EcoNiti collects personal information directly from users when it is voluntarily provided via forms, surveys, account registration, newsletter sign-ups, or communication. This information may include name, email address, professional details, and other identifiers voluntarily disclosed by the user.

In addition, we automatically collect limited technical data such as IP addresses, browser types, device identifiers, pages visited, and usage behavior through the use of cookies and analytics tools. We do not knowingly collect data from individuals under the age of 18. Should such data be inadvertently collected, it will be promptly deleted.

2. Purpose and Use of Personal Data

The personal data collected is processed strictly for legitimate and lawful purposes, which include:

- Providing services and user support
- Enabling communication and responding to inquiries
- Processing transactions and delivering updates
- Conducting research, analytics, and service improvement
- Ensuring compliance with applicable legal obligations
- Preventing unauthorized access or misuse of services

EcoNiti does not engage in the sale, rent, or trading of personal data under any circumstances.

3. Legal Basis for Processing

We process personal data only on lawful bases as per applicable Indian data protection laws, namely:

- Your explicit consent
- Necessity for the performance of a contract
- Compliance with a legal obligation
- Legitimate interest that does not override your privacy rights

4. Disclosure and Transfer of Data

EcoNiti may share personal data with carefully selected third-party service providers, who are contractually bound to ensure confidentiality and data security. Data may also be disclosed to competent legal authorities when mandated under law.

International transfers of personal data, if any, shall be conducted in strict compliance with applicable data transfer mechanisms and adequate safeguards.

Privacy Policy



5. Data Security and Retention

EcoNiti implements industry-standard administrative, technical, and organizational safeguards to ensure the confidentiality and integrity of personal data. Security protocols include SSL encryption, secure storage, firewalls, and access control procedures.

Personal data is retained only for as long as necessary to fulfill the purposes stated in this policy or as required by law. After this period, the data is securely erased or anonymized.

6. User Rights

Under the Digital Personal Data Protection Act, 2023, users have the right to:

- Access their personal data held by us
- Request correction of inaccurate or outdated data
- Request erasure, subject to applicable legal exceptions
- Withdraw consent at any time
- Raise grievances regarding data misuse

To exercise these rights, users may submit a written request to our Grievance Officer.

7. Use of Cookies

EcoNiti uses cookies and related technologies to enhance user experience and monitor site performance. By using our website, you consent to our use of cookies. You may disable cookies via your browser settings; however, this may affect certain functionalities of the site.

8. Policy Updates

We reserve the right to revise this Privacy Policy at any time. Updated versions will be posted on our website, and the “Last Updated” date at the top of this document will be amended accordingly. Users are encouraged to review this policy periodically.

9. Grievance Redressal Mechanism

In compliance with applicable data protection laws, EcoNiti has appointed the following Grievance Officer to address concerns related to personal data:

Grievance Officer: Dr. Komal Sahai

Email: info@econiti.org

All complaints or requests will be acknowledged and processed in accordance with the applicable statutory timelines.

10. Governing Law and Jurisdiction

This Privacy Policy shall be governed by the laws of India. Any disputes arising in relation to this Policy shall be subject to the exclusive jurisdiction of the Delhi High Court in New Delhi, India.