

PRIVACY POLICY FOR TRAIN STUFF IN INDIA (TRAINSTUFF.IN)

What information of yours do I collect, what do I do with it, and whom do I share it with?

Many websites have their privacy policy worded in complicated legalese, with the essential information buried in pages and pages of pointless jargon that nobody cares about. I'm sure this has its merits, especially if I get entangled in a legal row of some sort. I'm however going to assume you're a reasonable person who just wants the most essential information. My privacy policy, thus, is quite short and simple.

Does this site use cookies?

Yep, it does. Have one?

What information do I collect from visitors of this website?

I use [Google Analytics](#) on my website, also enabled with [Google Demographics and Interest Reports](#). This provides me basic, aggregated information on the regional, demographic and behavioural variations of users. In case you're wondering, many sites do this, and you can opt-out of sending information to Google Analytics by changing the Ads Settings on your Google Profile, or by downloading the [Google Analytics Opt-out Browser Add On](#).

What do I do with this information?

Most websites that use cookies to collect visitor information use them for advertising and marketing campaigns. Since I plan to neither have ads on my site [Except on the Google Customised Search, which is unavoidable] nor start any marketing campaigns, rest assured I'm not using it to sell you anything. Rather, this information is used to figure out the major demographic visiting my website. As different groups of people have different travel needs – an eighty year old man is unlikely to go backpacking, for example – this helps me figure out what content is likely to be useful on the website, customising it to the needs of most visitors.

If you fill out the contact form, I will receive your name and email ID (duh, you sent it to me). This information isn't shared with anybody.

None of the information collected using Analytics is personally identifiable – I might know that a middle-aged male from Mumbai visited my website using his phone, but there's no way I'll be able to figure out whom – not that I have that kind of time on my hands, anyway.

Whom do I share this information with?

Nobody. This is just for me to figure out what the main subset of visitors to the website wants, so that I can provide relevant content.

Well, okay. If someone's standing behind my computer when I'm looking at Analytics, they might see it too.

Your consent

By visiting my website, you consent to my privacy policy.

Changes

Any updates to the privacy policy will be mentioned on the homepage of the website. This version was last updated on 17/11/2013.

Contact

For any clarifications on this policy, contact me at admin@trainstuff.in