Privacy Policy

Last Updated: November 18, 2025

Privacy Policy – godrejproperties.com.co (A Property of SharpAssets Consultancy)

This Privacy Policy governs the manner in which **SharpAssets Consultancy** (hereinafter referred to as “we”, “us”, or “our”) collects, uses, maintains, and discloses information collected from users (each, a “User”) of the website **https://godrejproperties.com.co/** (“Website”).

By accessing this Website, you acknowledge and agree to the practices described in this policy. This policy is drafted in strict compliance with the **Information Technology Act, 2000**, the **Digital Personal Data Protection Act (DPDP)**, and the **Real Estate (Regulation and Development) Act, 2016 (RERA)**.

1. Corporate Identity & Authorized Channel Partner Disclosure

To ensure complete transparency with our users and compliance with Google Ads "Misrepresentation" policies, we explicitly state our corporate identity and relationship with the developer:

- **Parent Company: SharpAssets Consultancy** (Registered Entity).
- **Official Parent Website: https://sharpassets.in/**
- **RERA & GST Compliance:** SharpAssets Consultancy operates with valid RERA registration and GST certification in India.
- **Registered Office:** TOWER-B, 2130, Alphathum, Sector 90, Noida, Uttar Pradesh – 201304.

Disclaimer Regarding Developer:

This Website (godrejproperties.com.co) is a promotional portal managed by SharpAssets Consultancy. It is NOT the official website of the developer, Godrej Properties Limited.

- **Official Website of the Developer: https://www.godrejproperties.com/**
- All project information, logos, and images are displayed under our authorization as a channel partner for marketing and sales facilitation purposes.

2. Personal Identification Information We Collect

We collect personal information from Users only when it is voluntarily submitted to us. This occurs via:

- **Enquiry Forms:** When you fill out a "Contact Us", "Download Brochure", or "Price List" form.

- **Direct Communication:** When you click to call, send a WhatsApp message, or email us directly.
- **Lead Gen Forms:** When you interact with our Popup forms or Lead Generation ads.

Data points we collect include:

- **Identity Data:** Full Name.
- **Contact Data:** Mobile Number, Email Address.
- **Transaction Data:** Property preferences, budget range, and history of interaction with our consultancy team.

Note on Financial Data:

We DO NOT collect, store, or process sensitive financial data such as Credit/Debit Card numbers, Net Banking passwords, UPI PINs, or Bank Account details on this Website.

3. Social Media Integration & External Sharing

Our Website may include social media features and widgets, such as the "Share" button for **Facebook, Instagram, LinkedIn, Twitter (X), and WhatsApp**.

- **Usage:** If you choose to share our articles, blogs, or property listings on your social media profiles using these buttons, your interaction is governed by the privacy policy of that specific social media platform.
- **Data Collection:** These features may collect your IP address and which page you are visiting on our site, and may set a cookie to enable the feature to function properly.
- **Redirects:** If you click on our social media icons to visit our profiles, you are leaving our secure environment and entering the third-party platform (e.g., Meta or LinkedIn).

4. Web Browser Cookies & Tracking Technology

Our Site uses "cookies" and similar technologies (like pixels and tags) to enhance the User experience and for advertising performance.

- **Performance Cookies (LiteSpeed Cache):** This site utilizes caching in order to facilitate a faster response time and better user experience. Caching potentially stores a duplicate copy of every web page that is on display on this site. All cache files are temporary, and are never accessed by any third party, except as necessary to obtain technical support from the cache plugin vendor. We may use QUIC.cloud services to process & cache your data temporarily. Please see https://quic.cloud/privacy-policy/ for more details.
- **Analytical Cookies (Google Analytics):** These allow us to recognize and count the number of visitors and see how visitors move around our website. This helps us improve the structure of our website.
- **Advertising Cookies (Google Ads & Meta Pixel):** These cookies record your visit to our website, the pages you have visited, and the links you have followed.

5. Advertising & Remarketing Policy (Google & Meta)

We use **Google Ads Remarketing** and **Meta (Facebook) Retargeting** services to advertise **SharpAssets Consultancy** across the Internet.

- **How it works:** Third-party vendors, including Google and Meta, use cookies to serve ads based on a User's past visits to the godrejproperties.com.co website. This allows us to show you relevant offers about properties you viewed on our site even after you leave.
- **Your Privacy Rights (Opt-Out Links):** You can opt out of personalized advertising by visiting the following links:
    - **Google Ads Settings:** https://myadcenter.google.com/
    - **Facebook Ad Preferences:** https://www.facebook.com/ads/preferences
    - **Network Advertising Initiative:** http://optout.networkadvertising.org/

6. Data Sharing & Third-Party Disclosure

We value your trust and maintain strict data sharing policies.

- **No Sale of Data:** We **DO NOT** sell, trade, or rent Users' personal identification information to third-party marketing agencies.
- **Internal Processing:** Data collected on godrejproperties.com.co is processed centrally by **SharpAssets Consultancy** to assign a property consultant to you.
- **Sharing with Developer:** We act as a facilitator. We will **NOT** share your contact details with the builder (Godrej Properties Limited) *until* you proceed to the stage of booking, site visit registration, or KYC application where official documentation is required.
- **Legal Compliance:** We may disclose personal information if required to do so by law (e.g., RERA Audits, Court Orders).

7. Data Security Measures

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information.

- **SSL Encryption:** Our Website is secured using **Secure Socket Layer (SSL)** technology.
- **Spam Protection (reCAPTCHA):** This site is protected by Google reCAPTCHA to prevent spam on our forms. The Google Privacy Policy and Terms of Service apply.

8. External Links Policy

Users may find content on our Site that links to the sites and services of our partners and government bodies.

- **Government Links:** We may link to **UP RERA** (https://www.up-rera.in/) or other state RERA authorities for project verification.

- **Disclaimer:** We do not control the content or links that appear on these external sites and are not responsible for the practices employed by websites linked to or from our Site.

9. User Rights & Data Retention

- **Retention Period:** We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law (Tax or RERA laws).
- **Right to Delete:** You have the right to request the deletion of your personal data from our marketing database. To exercise this right, please email us at **info@sharpassets.in**.

10. Grievance Officer (Pursuant to Indian IT Act)

In accordance with the **Information Technology Act, 2000** and rules made there under, the contact details of the Grievance Officer are provided below for any complaints regarding data privacy:

- **Name: Nishant Kumar**
- **Designation:** Grievance Officer
- **Company:** SharpAssets Consultancy
- **Address:** TOWER-B, 2130, Alphathum, Sector 90, Noida, Uttar Pradesh – 201304
- **Email:** info@sharpassets.in
- **Phone:** +91 93151 13191

11. Jurisdiction

Any dispute arising out of this Privacy Policy or your use of the Website shall be governed by the laws of **India**, and the courts of **Noida/Greater Noida, Uttar Pradesh** shall have exclusive jurisdiction.

Contact Us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

SharpAssets Consultancy

- **Website:** https://sharpassets.in/
- **Address:** TOWER-B, 2130, Alphathum, Sector 90, Noida, UP – 201304
- **Email:** info@sharpassets.in
- **Phone:** +91 93151 13191