

*We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.*

### **1. How we collect information**

*When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.*

### **2. Why we collect personal information**

*We collect such Non-personal and Personal Information for the following purposes:*

- *To provide and operate the Services;*
- *To provide our Users with ongoing customer assistance and technical support;*
- *To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;*
- *To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;*
- *To comply with any applicable laws and regulations.*

### **3. The storage, usage, sharing and disclosing of site visitors' personal information**

*Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.*

*All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.*

#### **4. Communicating with site visitors**

*We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.*

#### **5. Use of cookies and other tracking tools**

*We use cookies and similar technologies, such as tags and pixels ("Cookies"), to personalise and improve your customer experience as you use our website to provide you with relevant online advertising. This section provides more information about Cookies, including how we use them and how you can exercise your choices about our use of Cookies.*

##### **5a. How we use Cookies**

*Cookies are small text files containing a unique identifier, which are stored on your computer or mobile device so that your device can be recognised when you are using a particular website or mobile app. They can be used only for the duration of your visit or they can be used to measure how you interact with services and content over time. Cookies help to provide important features and functionality on our Websites and Mobile Apps, and to improve your customer experience.*

##### **5b. When you consent to Cookies on our Services, these may be used to do the following:**

###### **Improve the way our website works**

*Cookies allow us to improve the way our Websites and Mobile Apps work so that we can personalise your experience and allow you to use many of their useful features.*

*For example, we use Cookies so we can remember your preferences and the contents of your shopping basket when you return to our website.*

***Improve the performance of our website***

*Cookies can help us to understand how our website is being used, for example, by telling us if you get an error messages as you browse.*

*These Cookies collect data that is mostly aggregated and anonymous.*

***Deliver relevant online advertising, including via social media***

*We use Cookies to help us deliver online advertising that we believe is most relevant to you on our website using social media.*

*These Cookies may collect information about your online behaviour, such as your IP address, the website you arrived from and information about your purchase history or the content of your shopping basket.*

***Measuring the effectiveness of our marketing communications, including online advertising***

*Cookies can tell us if you have seen a specific advert, and how long it has been since you have seen it. This information allows us to measure the effectiveness of our online advertising campaigns and control the number of times you are shown an advert.*

*We also use Cookies to measure the effectiveness of our marketing communications, for example by telling us if you have opened a marketing email that we have sent you.*

***6. Withdrawing consent***

*If you don't want us to process your data anymore, please contact us at [elizajbrockwell@gmail.com](mailto:elizajbrockwell@gmail.com).*

***7. Privacy policy updates***

*We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.*

*If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [elizajbrockwell@gmail.com](mailto:elizajbrockwell@gmail.com).*