

## PRIVACY POLICY

### LEARN MORE ABOUT YOUR PRIVACY RIGHTS

### PRIVACY STATEMENT

#### OUR CORE BELIEFS REGARDING USER PRIVACY AND DATA PROTECTION

- User privacy and data protection are a necessity and our duty.
- We have the duty of protecting personal data.
- Data is a liability; it should only be collected and processed when absolutely necessary.
- We loathe spam as much as you do!
- We will never sell, rent or distribute your personal data.
- We will not make your personal information public without your consent. Your personal information (name) will be made public only if you wish to make a comment or review on the website.

#### RELEVANT LEGISLATION

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- EU General Data Protection Regulation 2018 (GDPR)
- California Consumer Privacy Act 2018 (CCPA)

#### WHAT PERSONAL INFORMATION WE COLLECT AND WHY

Here we describe what information is collected and reasons for collecting it. The categories of information collected are as follows:

#### SITE VISIT TRACKERS

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to track their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address, which could be used to personally identify you, but Google does not grant us access to this. We consider Google to be a third-party data processor (see section below).

GA makes use of cookies, details of which can be found on Google's developer guides. Our website uses the analytics.js implementation of GA. Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

In addition to Google Analytics, this website may collect information (held in the public domain) attributed to the IP address of the computer or device that is being used to access it.

## REVIEWS AND COMMENTS

Should you choose to add a comment or review on our site, the name and email address you enter with your comment will be saved to this website's database, along with your computer's IP address and the time and date that you submitted the comment. This information is only used to identify you as a contributor to the comment section of the respective blog post and is not passed on to any of the third-party data processors detailed below. Only your name and email address that you supplied will be shown on the public-facing website.

Your comments and the associated personal data will remain on this site until we see fit to either:

- Remove the comment or
- Remove the blog post.

NOTE: You should avoid entering personally identifiable information to the actual comment field of any blog post comments that you submit on this website.

## FORMS, REQUEST FOR PROPOSAL, AND EMAIL NEWSLETTER SUBMISSIONS ON THE WEBSITE

If you choose to subscribe to our email newsletter or submit a form on our website, the email address that you submit to us will be forwarded to a third-party marketing platform service company. Your email address will remain within their database for as long as we continue to use the third-party marketing company's services for the sole purpose of email marketing or until you specifically request removal from the list.

You can do this by unsubscribing using the unsubscribe links contained in any email newsletters that we send you or by requesting removal via email. When requesting removal via email, please send your email to us using the email account that is subscribed to the mailing list.

Listed below are the pieces of information that we may collect as part of servicing requests on our website:

- Name
- Title/Prefix
- Email ID
- Phone
- Mobile
- Address
- City
- State

- Postal Code
- Country
- IP Address

We do not sell your personal information to third parties. We may share limited amount of data with listed Third-Party data processors only towards servicing your requests or improving our offering.

#### EMAIL LINKS

We only receive an email when a user mails us using an email link. There are no third-party data processors or intermediaries involved.

The data is collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted before being sent across the internet. The email content is then decrypted by our local computers and devices.

#### REVENUE RECOVERY EMAILS

As part of Revenue Recovery model, we work with re-marketing service companies to send notification messages if you have abandoned your cart without making a purchase. This is for the sole purpose of reminding customers to complete the purchase if they'd wish to. The re-marketing service companies do a real-time capture of your email ID and cookies to send an email invite to complete the transaction if the customer abandons the cart. However, the email ID of the customer is deleted from their database as soon as the purchase is complete.

#### "DO NOT SELL MY DATA" - WHY WE DON'T HAVE IT

We do not sell personal information of our customers or of minors below the age of 16 years to third-party data collectors and hence the "Do not sell my data" opt-out button is optional on our website. Reiterating, we may collect your data for the sole purpose of completing a service request or for marketing communications. If you wish to access or erase your personal information, you can do so by submitting your details here.

#### IMPORTANT NOTICE FOR MINORS SHARING PERSONAL INFORMATION

If you are under 16 years of age you MUST obtain parental consent before:

- Submitting a form
- Posting a comment on our blog
- Subscribing to our offer

- Subscribing to our email newsletter
- Making a Transaction

#### ACCESSING/DELETING PERSONAL INFORMATION

Should you wish to view or delete your personal information, please email us here with the email address used, your name and deletion request. Alternatively, you can fill out the form at the bottom of this page to view and/or delete your data stored with us.

#### THIRD PARTY DATA PROCESSORS

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the legislation set out in section above. If you request for your Personal information to be deleted with us, the request will also be forwarded to the parties below:

- Google (Privacy Policy)
- Microsoft (Privacy Policy)
- Facebook (Privacy Policy)
- Instagram (Privacy Policy)

#### PAYMENT PROCESSING

We use a third-party payment processor for all direct payments for online ordering. Payment gateways 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.

#### COOKIE POLICY

This policy covers the use of cookies and other technologies. The types of cookies we use fall into 3 categories:

#### ESSENTIAL COOKIES AND SIMILAR TECHNOLOGIES

These are vital for the running of our services on our websites and apps. Without the use of these cookies parts of our websites would not function. For example, session cookies allows a navigation experience that is consistent and optimal to user's network speed and choice of device.

#### ANALYTICS COOKIES AND SIMILAR TECHNOLOGIES

These collect information about your use of our websites and apps and enable us to improve the way it works. For example, analytics cookies show us which are the most frequently visited pages. They also help identify any difficulties you have accessing our services, so we can fix any problems. Additionally, these cookies allow us to see overall patterns of usage at an aggregated level.

#### TRACKING, ADVERTISING COOKIES AND SIMILAR TECHNOLOGIES

We use these types of technologies to provide advertisements that are more relevant to your interests. This can be done by delivering online adverts based on your previous web browsing activity. Cookies are placed on your browser which will store details of websites you have visited. Advertising based on what you have been looking at is then displayed to you when you visit websites that use the same advertising networks.

We may also use cookies and similar technologies to provide you with adverts based on your location, offers you click on, and other similar interactions with our websites and apps.

#### DATA BREACHES

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

#### CHANGES TO OUR PRIVACY POLICY

This privacy policy may change from time to time at our discretion, including without limitation, to conform with legislation and/or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check our website occasionally for any policy changes.