

Privacy Policy

This Privacy Policy describes how your personal information is collected, used and shared when you visit or make a purchase from

Personal information we collect

When you visit the Site or contact us, we collect certain information about your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally, when you make a purchase, attempt to make a purchase or contact us through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers or other payment information), email address, and phone number. We refer to this information as “Order Information.”

When we reference “Personal Information” in this Privacy Policy, we refer to both Device Information and Order Information.

How do I use your personal information?

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you, including sending marketing messages;
- Track your use of our site and affiliates sites and;
- Screen the orders for potential risk or fraud.

Sharing your personal information

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use WixStores to power our online store. You can read more about how Wix uses your Personal Information [here](#):

We also use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Behavioural Advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>. You can opt-out of targeted advertising by:

Facebook: <https://www.facebook.com/settings/?tab=ads>

Additionally, you can opt-out of advertisement services in general by visiting the Digital Advertising Alliance's opt-out portal at <http://optout.aboutads.info/>.

Your EU/EEA rights

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States. In particular, we process your personal data to pursue the following legitimate interests, either for ourselves, partners or other third parties:

- To provide communications, marketing and advertising;
- To provide reporting and analytics;
- To provide troubleshooting, support services or to answer questions; and
- To improve our services, applications and websites.

Data Retention

When you place an order through the site, we will maintain your Personal Information, Device Information, Order Information for our records unless and until you ask us to delete this information.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact

For more information about privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at helensandersondesigns@gmail.com

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