

# Privacy Policy

## PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on 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.”

## HOW DO WE 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 couriers, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to: To communicate with you, Screen orders for potential risk or fraud; and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services. To improve and optimize our site and services (i.e.by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## SHARING YOUR PERSONAL INFORMATION

We may directly collect analytics data using Google Analytics, a web analytics service, to help us measure website traffic and monitor usage trends. These tools collect information sent by your browser or mobile device, including the pages you visit and other information that assists us in improving the Service. We collect and use this analytics information in aggregate form such that it cannot be manipulated to identify any individual user. Acapella Fragrances will not sell your information and contact details to any third parties and give out your personal information without your consent.

## 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-itwork>

## **DATA RETENTION**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information. MINORS The Site is not intended for individuals under the age of 18.

## **CHANGES**

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

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [complaints@acapella.org.za](mailto:complaints@acapella.org.za)