

PRIVACY POLICY

Amulet of Ashes
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UK

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

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”.

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 your IP address, browser type, Internet service provider, 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 or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, email address, phone number, payment information including credit card numbers made through Shopify, Paypal, Amazon Pay, Apple Pay, Google Pay (credit card numbers and

information is encrypted and we are not able to view, access or edit that information). We refer to this information as “Order Information”.

The Site also collects the following personal information:

- first name, email address, and any other information that you submit.
- Direct Communication received from you via email, text, phone, facebook messenger, direct message, comments on our social media accounts, comments on our blog posts, product reviews, feedback and testimonials.
- Any images you upload through our ordering system or send to us directly, including handprint images, footprint images, fingerprint images, signature images, photographs of the pieces you have purchased or received from amuletofashes.com
- Any personalisation, gift card messages, or special instructions you enter through our system or you send to us directly when placing an order.

When we talk about “Personal Information” in this Privacy Policy, we are talking about Device Information, Order Information and Direct Communication.

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 shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our 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.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site,

and to assess the success of our marketing and advertising campaigns).

YOUR 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.

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. When you communicate with amuletofashes.com all data and records are retained unless and until you ask us to delete them.

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.

MINORS

The Site is not intended for individuals under the age of thirteen (13). By providing the Site with your data, you warrant that you are over thirteen years of age.

CONTACT US

If you have questions about our privacy practices, please contact us by e-mail at amuletofashes@outlook.com