

# Brandmeliers | Privacy Policy

This Privacy Policy describes how brandmeliers.com ["we", "us", or "our"] collects, uses, and discloses your personal information when you use our website [the "Service"] and the choices you have associated with that data.

## Legal Basis for Processing

We process your personal information based on several legal grounds under the General Data Protection Regulation (GDPR), including:

**Contract:** In some cases, we need to process your personal information to fulfill a contract with you, such as processing your order and delivering the products you purchased.

**Legitimate Interests:** We may also process your personal information for our legitimate interests, provided these interests are not overridden by your rights and freedoms. An example of this could be analyzing your browsing behavior to personalize your experience on our website or sending you promotional emails about products or services that might interest you [with the ability to opt-out].

**Consent:** In some instances, we may ask for your explicit consent to process your personal information for a specific purpose, such as subscribing to our newsletter. You can withdraw your consent at any time by contacting us using the information below.

We will only process your personal information for the purposes for which it was collected and in accordance with this Privacy Policy.

## Information We Collect

We collect several different types of information for various purposes to improve our services to you.

### Personal Information

When you place an order on the Site, we collect certain personal information from you, such as your name, billing address, shipping address, payment information [including credit card details], email address, and phone number.

### Device Information

We collect information about the device you use to access the Site, such as the type of device, operating system, browser type, IP address, screen resolution, and other device identifiers.

### Order Information

We collect information about your orders on the Site, such as the products or services purchased, the price, billing and shipping information, and payment method.

## **How We Use Your Information**

We use the personal information we collect for various purposes, including:

To process and fulfill your orders, including sending you invoices and order confirmations.

To communicate with you about your order, promotions, and special events.

To personalize your experience on the Site.

To improve our Site and services.

To comply with legal and regulatory requirements.

## **Sharing Your Information**

We share your personal information with service providers who help us operate our business and fulfill your orders. These service providers are obligated to keep your information confidential and use it only for the purposes we disclose.

We may also share your personal information to comply with legal obligations, enforce our policies, protect our rights, or prevent fraud.

## **Data Retention**

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

### **Retention of Your Data**

We will retain your Personal Data only for as long as necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain data by law), resolve disputes, and enforce our agreements.

### **Transfer of Your Data**

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

## **Appendices**

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

This Privacy Policy is effective as of 15/03/2024 and remains in effect except with respect to any changes in its provisions in the future, which will be in effect immediately upon being posted on this page.

### **Your Acceptance**

By using the Site, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Site.

### **Children's Privacy**

Our Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and you believe your child has provided us with personal information, please contact us. If we become aware that we have collected personal information from a child under 13, we will delete that information immediately.

### **Your Rights under GDPR**

These are the rights under the General Data Protection Regulation (GDPR). These rights include:

The right to access your personal data

The right to rectification of your inaccurate personal data

The right to erasure of your personal data

The right to restrict the processing of your personal data

The right to data portability

The right to object to processing of your personal data

## ***Data Subject Requests***

If you are a resident of the European Economic Area (EEA), you have certain rights under the General Data Protection Regulation (GDPR) regarding your personal information. These rights include:

The right to access your personal data: You have the right to request a copy of the personal information we hold about you.

The right to rectification: You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.

The right to erasure ("the right to be forgotten"): In certain circumstances, you have the right to request that we erase your personal information from our records.

The right to restrict processing: You have the right to request that we restrict the processing of your personal information in certain circumstances.

The right to data portability: You have the right to request that we transfer your personal information to another controller in a structured, commonly used, and machine-readable format.

The right to object to processing: You have the right to object to the processing of your personal information for marketing purposes or on grounds relating to your particular situation.

To exercise any of these rights, please contact us using the information below.

We will respond to your request within one month of receipt. In some complex cases, the response time may be extended by an additional two months, but we will notify you of any such extension.

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## **Contact Us**

For any questions or to exercise your Data Subject Rights under GDPR, please contact us:

By email: [security@brandmeliers.com](mailto:security@brandmeliers.com)

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