

# **Privacy Policy**

## **Introduction**

This is our privacy policy, it will explain how we collect, use, disclose, transfer, store and process data received from you on our website and App, babyshadez.com or BabyShadez (“Services”).

If you have any questions on this privacy policy, please email them to [info@babyshadez.com](mailto:info@babyshadez.com).

## **What we may collect**

We may collect and process the following data about you:

- Personal information you provide us when registering, subscribing on our App or Website e.g. name, date of birth, address, email address, phone number and payment information
- Personal information inputted on your Profile
- Information you put into forms or surveys on our Services
- Any Communication between yourself and us e.g. queries, complaints
- Details of transactions you carry out through our Services
- Details of your visits to our Services and the resources you use e.g. the length you spend on our services, your location
- Verifying compliance with our Terms and Conditions, governing the use of our Services including monitoring private messages sent through our Services.
- Information about your computer (e.g. your IP address, browser, operating system, etc.) for system administration and to report aggregate information to our advertisers
- Financial transactions are handled by our nominated payment providers. If you wish to see their privacy policy email [info@babyshadez.com](mailto:info@babyshadez.com) and we will provide their link. We will share your personal information with our payment providers for the purpose of processing payments you have made through our Services e.g. refunds, complaints and queries in regard to your refund and payments.

## **How we use the data collected.**

We use information about you:

- For the use of internal purposes e.g. auditing, data analysis, research to improve our products, Services or customer communication.
- We may send you electronic communication relating to marketing communication in relation to our business or the business of a relevant third party
- To draft, amend, and review agreements
- To advise you of amends or changes to our terms and conditions or policies
- To allow the use of our interactive services
- To provide you with up to date information of our charges e.g. increases in the subscription/ membership charges
- To inform you of relevant products and services that might interest you. We may provide your details to third party if we believe their product or service maybe relevant to you, and we (or they) may contact you.
- To advise you of any latest products or Services

Please note: We don't identify individuals to our advertisers, but we do give them aggregate information to help them reach their target audience, and we may use information we have collected to display advertisements to that audience.

## **Storage**

We may transfer your collected data to storage outside the European Economic Area (EEA). It may be processed outside the EEA to fulfil your order and deal with payment.

By giving us your personal data, you agree to this arrangement. We will do what we reasonably can to keep your data secure.

Payment will be encrypted. If we give you a password, you must keep it confidential. Please don't share it. Although we try to provide protection,

we cannot guarantee complete security for your data, and you take the risk that any sending of that data turns out to be not secure despite our efforts.

## **Disclosing your information**

We are allowed to disclose your information in the following cases:

- The sale of our business or company, your personal data will be transferred to them
- disclosure to other businesses in our group
- We may disclose information to employees, officers, insurers, professional advisors and agents.
- Disclosure in relation to legal action sort against our company or against yourself and in a defense against yourself. We may also disclose information if we have a legal obligation to do so, or in order to protect other people's property, safety or rights
- Exchange information for anti-fraud purpose.
- Please Note: personal information that you publish on our Services maybe available worldwide via the internet. It should be noted we cannot prevent the use or misuse of this information by others.

## **Your rights**

You can ask us not to use your data for marketing. You can do this by ticking the relevant boxes on our forms, or by contacting us at any time at [info@babyshadez.com](mailto:info@babyshadez.com)

The Data Protection Act 1998 gives you the right to see information we hold about you. We can charge you a fee (currently £10) for this service.

## **Changes**

We will post any changes in our Privacy Policy on this page and we may also email you notifications of the changes.

## **Cookies**

We use cookies to distinguish users and improve our Services. Please look at our Cookie Policy detailed in this document for more cookie information.

## **Cookies Policy**

### **Definition**

Cookies are small text files placed on your device when you visit our website, babyshadez.com or our mobile application BabyShadez (“Services”).

### **How we use Cookies**

We use cookies to recognise you and your preferences, improve our Services' performance and collect analytical information for ourselves and our business partners.

### **'Session' and 'Persistent' Cookies**

'Session cookies' allow us to track your actions during a single browsing session, but they do not remain on your device afterwards.

'Persistent cookies' remain on your device between sessions. We use them to authenticate you and to remember your preferences. We can also use them to balance the load on our servers and improve your experience on our Services.

Session and persistent cookies can be either first or third party cookies. A first-party cookie is set by the website being visited; a third-party cookie is set by a different website. Both types of cookie may be used by us or our business partners.

### **Disclaimer**

All our cookies fall within the classifications Strictly Necessary, Functionality and Performance. None are classified as Behavioral Targeting.

If at any time you wish to disable our cookies, you may do so through the settings on your browser [but if you do so you will not be able to use certain important features of our service].