

Privacy Policy



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1. Introduction

We respect your privacy and take it very seriously. We are Lavenderblue Online and this is our plan of action for the protection of your personal information. It describes how we **collect**, **use**, **disclose**, and **store** your personal information.

2. Application

This policy applies to you when you visit our website or order our goods as a customer.

3. Personal information

3.1. **Scope.** Your **personal information** includes information we collect:

- automatically when you visit our website;
- accept on registration or submission;
- get through an order; or
- you provide voluntarily; but
- excludes anonymous, de-identified, statistical, and public information.

3.2. **Your obligations.** You may only send us your own personal information or someone else's personal information if you have their permission to do so.

4. Acceptance and changes

4.1. **Acceptance.** You may not order any of our goods if you do not accept this policy or any changes to it.

4.2. **Changes.** We may change this policy at any time and will notify you of the changes on our website or by email. The changed policy applies to you if you continue using our website or our goods following the notification. We have posted a version number to the bottom of this page to make sure that you know when we've made a change to any wording on it.

5. Collection

5.1. **Automatically through website.** When you visit our website, we automatically collect your **Internet usage information**, including your IP address, browser details, and usage information, which we may use to display our website correctly, track your activities on it, or for other necessary purposes.

5.2. **On registration or submission.** We may ask you to provide us with certain **identifying information** when you register on or otherwise submit information through our website or application for the first time.

5.3. **Through an order.** We ask you to provide us certain **goods information** when you order our goods or services.

5.4. **Voluntarily.** We may ask you to provide us certain **optional information** on a voluntary basis.

5.5. **Consent to collection.** We will get your consent to collect your personal information in accordance with applicable law when you provide us with it.

5.6. **Purpose for collection.** We may process your information that you provide to us for the purposes that you indicated when you agreed to provide it to us. Processing includes gathering your personal information, disclosing it, and combining it with other personal information.

6. Use

6.1. **Processing.** We may process your personal information to fulfil our obligations to you.

6.2. **Cookies.** We may place small text files on your device when you visit our website that allow us to provide you with a personalised experience by associating your personal information with your device. They let us remember your preferences, allow third parties to provide services to you, and otherwise serve useful purposes for you. Your internet browser generally accepts them automatically, but you can often change this setting or delete them manually. However, we won't be able to provide you with access to certain aspects of our website where cookies are necessary if you do so. We have no access to or control over any cookies that our business partners use on our website and they have their own privacy policies that govern them.

6.3. **Messages.** We may use your identifying information to send you administrative and update messages about the website.

6.4. **Promotional messages.**

We may also sometimes send you promotional messages, but you may choose to opt-out of .

6.5. **Targeted content.** We may use your personal information to provide you with targeted content on our website in a completely automated process.

7. Disclosure

7.1. **Sharing.** We may share your personal information with third parties for the purposes of fulfilling our obligations to you, including with:

- other companies or divisions within our group;
- our contractors who help provide part of our goods or services, including those that help us understand your personal information; or
- third parties as required by applicable law.

7.2. **Honour this policy.** We will require anyone that we share your personal information with to honour this policy whenever possible in terms of applicable law.

7.3. **Mandatory disclosure.** We may disclose personal information to third parties if required for legal reasons, such as to regulators as required by law or governmental audit, law enforcement as required by a subpoena or court order, or third parties as required by applicable law.

7.4. **Marketing purposes.** We may disclose aggregate statistical information that we have derived from your and other people's personal information to our advertisers or business partners.

7.5. **Personnel.** We may need to disclose personal information to our personnel to do their jobs, but will not do so unnecessarily.

7.6. **Change of ownership.** We may assign our rights to the personal information we process to our new owners if our ownership changes for any reason.

8. Storage

8.1. **Accuracy.** We will do our best to keep your personal information that we collect accurate, complete, and up to date. Throughout your interaction with us you retain the right to rectify personal information that is incorrect or inaccurate. This does not apply if we process your personal information in our capacity as an operator or processor on behalf of a responsible party or data controller.

8.2. **Participation.** We may ask you to update your personal information from time to time or give you a way to review it, but will take steps to verify your identity to prevent unauthorised access when doing so.

8.3. **Retention.** We will only keep your personal information for as long as is necessary to fulfil our

obligations to you, unless you have given us permission to keep it longer or we are otherwise legally allowed to do so.

- 8.4. **Transfer.** We may transfer your personal information outside of the country in which it was collected to a foreign country. You consent to us processing your personal information in a foreign country with less stringent data protection laws than the country in which it was collected.

9. General

- 9.1. **Updating or removing.** You may update or remove your personal information through our website or application or by contacting us.
- 9.2. **You are entitled to a right to be forgotten.** You can delete any personal information that you don't want us to have. If you are a data subject of one of our customers (who is the data controller), then you must submit your request to the relevant data controller who will then delete your personal information.
- 9.3. **Restriction of processing.** You may request that we restrict the use of your personal information. When we restrict your personal data we still have the right to store it but not use it.
- 9.4. **Data portability.** If you should wish to transfer your information from us to another data controller that we will facilitate this transfer. We will pass on all of your personal information to the data controller. If you are a data subject of one of our customers (who is the data controller), then you must submit your request for your personal data to the relevant data controller.
- 9.5. **Data breaches.** We will notify you of any confirmed data breaches that have occurred. It is your responsibility to notify relevant supervisory authority and any affected data subjects of the data breach.
- 9.6. **Limitation.** We are not responsible for anyone else's privacy policies or practices.
- 9.7. **Enquiries.** Please contact us if you have any questions about this privacy policy or how we handle your personal information.