

PRIVACY POLICY

Boho Beach Gypsy respects your privacy. This Privacy Policy adopts the Australian Privacy Principles contained in the Privacy Act of 1988 and describes how bohobeachgypsy.com (the "Site" or "we") collects, uses, and discloses your Personal Information when you visit or make a purchase from the Site.

COLLECTING PERSONAL INFORMATION

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual (including the information below) as "Personal Information". See the list below for more information about what Personal Information we collect and why.

Device information

Examples of Personal Information collected: version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.

Purpose of collection: to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.

Source of collection: Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels.

Disclosure for a business purpose: shared with our processor Wix

Order information

Examples of Personal Information collected: name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. (we use a secure payment service, at no time does your payment details ie. credit card details reach our server and therefore do not and cannot store this information)

Purpose of collection: to provide products or services to you to fulfil our contract, to process your payment information, arrange for shipping, and provide you with invoices and/or order confirmations, 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.

Source of collection: collected from you.

Disclosure for a business purpose: shared with our processor Wix

SHARING PERSONAL INFORMATION

We share your Personal Information with service providers to help us provide our services and fulfil our contracts with you, as described above.

For example:

We use Wix to power our online store. You can read more about how Wix uses your Personal Information here: <https://www.wix.com/about/privacy>

We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

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 example:

We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

COOKIES

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor.

Most web browsers are set to accept cookies however you can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. Although, if you do not accept cookies, you may be unable to engage with

some parts of our site. Cookies do not personally identify users but rather a user's browser. We do not store any information within cookies.

USING PERSONAL INFORMATION

The security of your personal information is paramount to us and we will treat such information with care and recognise the need for appropriate protection.

We use your personal Information to provide our services to you, which includes: offering products for sale, processing payments, shipping and fulfilment of your order, and keeping you up to date on new products, services, and offers.

CONTACT US

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at karen@bohobeachgypsy.com