

# Privacy policy

## **MAÏ & KAÏ PRIVACY POLICY**

This Privacy Policy describes how your personal information is collected, used and shared when you visit or make a purchase from [www.maiandkai.com](http://www.maiandkai.com).

### **PERSONAL INFORMATION WE COLLECT**

When you visit our site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies installed on your device. In addition, as you browse our site, we collect information about the individual web pages or products you view, which websites or search terms referred you to our site, and information about how you interact with our site. We refer to this automatically-collected information as "Device Information".

We collect device information using the following technologies:

- "Cookies" are data files placed on your device or computer and often include an anonymous unique identifier. For more information about cookies and how to disable cookies, please visit <http://www.allaboutcookies.org>.
- "Log files" track actions that take place on our site and collect information such as your IP address, browser type, Internet service provider, referring/closing pages and date/time stamps.
- "Web beacons", "tags" and "pixels" are electronic files used to record information about how you visit our site.
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In addition, when you make or attempt to make a purchase through our site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers or debit card numbers), email address and telephone number. We refer to this information as "Ordering Information".

When we talk about "Personal Information" in this Privacy Policy, we are talking about Device Information as well as Order Information.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We generally use the Order Information that we collect to fulfill orders placed through our site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). In addition, we use this order information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in accordance with the preferences you have shared with us, you can provide us with information or advertising relating to our products or services.

We use the device information we collect to help us screen for potential risk and fraud (particularly 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 our site, and to assess the success of our marketing and advertising campaigns).

## **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above.

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

Finally, we may also 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.

As described above, we use your Personal Information to deliver you targeted advertisements or marketing communications that we believe may be of interest to you. For more information on how targeted advertising works, please visit the Network Advertising Initiative ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work> .

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

In addition, you can opt out of some of these services by visiting the Digital Advertising Alliance opt-out portal at:<http://optout.aboutads.info/>.

Please be aware that we do not change the data collection on our site and we do not employ practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access the personal information we hold about you and to request that your personal information be corrected, updated or deleted. If you would like to exercise this right, please contact us using the contact details below.

In addition, if you are a European resident, we note that we process your data in order to fulfill contracts with you (for example, if you place an order through our site), or to otherwise pursue our legitimate business interests listed above summed up. In addition, please note that your information will be transferred outside of EU

## **DATA RETENTION**

When you place an order through our site, we will keep your order information for our records unless and until you ask us to delete this information.

## **AMENDMENTS**

We may amend this Privacy Policy from time to time to reflect, for example, changes in our practices or for other operational, legal or regulatory reasons.

## **CONTACT**

For more information about our privacy policy, if you have any questions or if you would like to make a complaint, please contact us by email at [hello@maiandkai.com](mailto:hello@maiandkai.com) or by mail using the details below:

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