

## Privacy Policy for Fashionite

At Fashionite, accessible at <https://fashionite.com/>, protecting your privacy is one of our top priorities. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website or interact with our services.

### 1. Information We Collect

#### **\*\*A. Personal Information:\*\***

- Name, email address, phone number, and mailing address when you make a purchase or sign up for our services.
- Business details if you register as a wholesale buyer.

#### **\*\*B. Non-Personal Information:\*\***

- Browser type, IP address, and device information collected via cookies and analytics tools.
- User behavior on our website, such as pages visited and time spent.

#### **\*\*C. Payment Information:\*\***

- Payment card details are collected securely through our third-party payment processor.

### 2. How We Use Your Information

We use your information to:

- Process and fulfill orders.
- Respond to inquiries and provide customer support.
- Send promotional emails and updates, if you opt-in.
- Improve our website, services, and marketing strategies.
- Comply with legal and regulatory obligations.

### 3. How We Share Your Information

We do not sell your personal information. However, we may share your data with:

- **\*\*Service Providers:\*\*** For payment processing, shipping, and email marketing.
- **\*\*Legal Authorities:\*\*** When required by law or to protect our rights.

### 4. Cookies and Tracking Technologies

We use cookies to:

- Enhance your browsing experience.
- Analyze website traffic and improve functionality.

You can manage cookie preferences in your browser settings.

### 5. Your Data Rights

Depending on your location, you may have the right to:

- Access, correct, or delete your personal data.
- Opt-out of receiving marketing communications.
- Request data portability or restriction of processing.

To exercise these rights, contact us at [privacy@fashionite.com](mailto:privacy@fashionite.com).

## **6. How We Protect Your Data**

We implement industry-standard measures to secure your data, including:

- SSL encryption for data transmission.
- Regular audits and security updates.

## **7. Third-Party Links**

Our website may contain links to third-party sites. We are not responsible for their privacy practices or content.

## **8. Children's Privacy**

Fashionite is not intended for individuals under 18. We do not knowingly collect data from children.

## **9. Changes to This Privacy Policy**

We may update this policy periodically. Changes will be posted on this page with an updated 'Last Updated' date.

## **10. Contact Us**

If you have questions about this Privacy Policy, please contact us:

- **Email:** [marketing@fashionite.com](mailto:marketing@fashionite.com)