

PRIVACY POLICY

JENSJAMS FASHION LLC

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This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from our website.

Personal Information We Collect

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

We collect Device Information using the following technologies:

- **Cookies:** Data files that are placed on your device or computer and often include an anonymous unique identifier.
- **Log files:** Tracking actions occurring on the website, and collecting data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- **Web beacons, tags, and pixels:** Electronic files used to record information about how you browse the website.

Additionally, when you make a purchase or attempt to make a purchase through the website, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

How Do We Use Your Personal Information?

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

- 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.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our website (for example, by generating analytics about how our customers browse and interact with the website, 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. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here: [Shopify Privacy Policy]. We also use Google Analytics to help us understand how our customers use the website--you can read more about how Google uses your Personal Information here: [Google Privacy Policy]. You can also opt-out of Google Analytics here: [Google Analytics Opt-out].

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.

Your Rights

You have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the website), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

Data Retention

When you place an order through the website, we will maintain your Order Information for our records unless and until you ask us to delete this information.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail or by mail using the details provided on our website.



www.jensjams.shop

Jensjamsfashion@jensjams.shop