

PRIVACY POLICY:

At Mere Folly we value all of our customers and understand that you care about the privacy and security of your personal information. Our Privacy Policy applies to Mere Folly's collection, storage, use, and disclosure of personal information that may be collected by us when you interact with Mere Folly, such as when you visit our websites, or deal with our customer service. This includes all of Mere Folly's subsidiaries and brands.

Protecting the privacy and security of your personal information is a priority at Mere Folly, and we do our best to ensure that your personal information is always handled in a safe and responsible manner.

Cookies

Cookies are small pieces of data stored on a site visitor's browser. They are typically used to keep track of the settings users have selected and actions they have taken on a site.

What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

Why do we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
5. To comply with any applicable laws and regulations.

How do we store, use, share and disclose your site visitors' personal information?

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

How do we communicate with your site visitors?

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

How do we use cookies and other tracking tools?

Wix uses cookies for important reasons, such as:

- To provide a great experience for your visitors and customers.
- To identify your registered members (users who registered to your site).
- To monitor and analyze the performance, operation and effectiveness of Wix's platform.
- To ensure our platform is secure and safe to use.

In general, the cookies which are initially placed on our Wix website may be categorized as essential cookies. However, considering that our platform provides the ability to add multiple components, codes, third-party applications...and so on, our website may include other types of cookies which might require specific settings.

Important:

Our site may use cookies that aren't listed in the table above. For example, if we are using one of Wix's business solutions (Wix Stores, Wix Restaurants, Wix Bookings etc.), third-party apps or third-party integrations (e.g. Google Analytics, Facebook Ads). These apps and integrations may place additional cookies on our site.

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