

## **PRIVACY POLICY**

The Samambaia is committed to protecting the privacy and security of our customers.

This Privacy Policy explains how your personal information is used when you use The Samambaia website located at [www.thesamambaia.com](http://www.thesamambaia.com) (the "Site") or when you communicate with us. When you register your personal information with The Samambaia, you consent to the use of your personal data in line with our privacy policy. If you are under the age of 16, you must inform a parent or guardian and obtain their agreement to this privacy policy before using any of our online services.

This Site is run by The Samambaia. For the purposes of applicable data protection laws, including the EU General Data Protection Regulation ("GDPR") (as amended or superseded) The Samambaia is the "controller" of the personal information collected.

## **HOW WE COLLECT INFORMATION FROM YOU**

### 1. When you visit our Site

We will collect personal information that you provide to us when you:

- create an account on our Site
- place an order through our Site
- subscribe to our mailing list
- fill in forms on our Site

We will also automatically record certain information when you visit our Site, in particular:

- when you access our site, we use "cookies" to make it easier for you to use our Site. These cookies record data about the pages you browse and the activities you carried out during your visit.
- we record details of the resources that you access to visit our site (for example, device used, number of visits, average time on site, pages viewed). This information is used to improve our website's content and function. Your data is not processed any further nor transmitted to any third parties.

### 2. When you contact us

We may also collect personal information about you when you contact us by email, telephone or via social media.

## **HOW WE USE YOUR INFORMATION**

We will use your information in the following ways:

- to provide you with an account on our Site, if you choose to sign up for one
- to fulfil any order that you place with us and process payment
- to help improve our services
- to remind you that you have items in your basket or that a transaction is incomplete by use of a cookie file
- to send digital newsletters about new products, promotions or other information

You have the option to unsubscribe from our newsletters through a link at the bottom of every newsletter we send to you. We use a third-party provider, MailChimp, to deliver our newsletters. For more information, see [MailChimp's privacy notice](#).

If you want to change the details that you have registered online with us, please contact [hello@thesamambaia.com](mailto:hello@thesamambaia.com)

## **HOW WE SHARE YOUR INFORMATION**

The Samambaia employs trusted and reputable third-party hosting agents and payment providers to ensure the security of personal data.

- We only share your information with our core service providers and third party platforms as required for our business to function; for example, our website provider Wordpress, Wordpay is our payment provider and Royal Mail who fulfil our deliveries.
- In the event that you add items to your basket but do not complete a transaction, our digital abandoned basket partner will automatically send you an email to remind you of the items in your basket.
- We will never sell your personal data to third parties or use it elsewhere.

## **COOKIES**

When you visit our Site, we may place a record called a "cookie" within the browser directory of your computer.

A cookie is a small piece of information that a website can store on your web browser and later retrieve. In most cases, this information is temporary in nature (called session cookies) and is deleted as soon as you leave the Site and close your browser.

The use of session cookies is solely for the purpose of allowing you to interact with the Site in an effective manner. In a few cases, the Site uses cookies to store information for a longer period than the current session (called persistent cookie). In those cases, the web page is clearly noted and the user can choose not to use that web page feature.

Cookies enable the Site to recognise the information you have consented to give to the Site and help us determine what portions of the Site are most appropriate for your needs. The Samambaia does not use cookies to examine your surfing behaviour before or after leaving the Site.

## **CHANGES TO THIS PRIVACY POLICY**

We may change this Privacy Policy from time to time. Your use of the Site will be subject to the most current version of the Privacy Policy posted on the Site at the time of use.

Please check this Privacy Policy regularly to stay informed about our information practices and the ways you can help protect your privacy.

## **CONTACT US**

If you have any questions about the Privacy Policy and data practices of this site you can contact us at [hello@thesamambaia.com](mailto:hello@thesamambaia.com)

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