

At Yaita we are committed to protecting and preserving your privacy when visiting our site or communicating electronically with us.

Whenever you provide information, we are legally obliged to use your information in line with all laws concerning the protection of personal information.

This Privacy Policy, together with our terms of use, provides an explanation as to what happens to any personal data that you provide to us, or that we collect from you.

If you have any questions about privacy or data protection you can contact us via the Contact Details below.

We do update this Policy from time to time so please do review this Policy regularly.

### **Why we collect personal information about you**

We will only require you to provide personal information to us where it is necessary for us to provide you with a service at your request.

We may use the information for the following purposes:

- To deliver our service to you
- To provide you with information requested from us, relating to our products or services.
- To provide information on other products which we feel may be of interest to you, where you have consented to receive such information.
- To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service.

### **Information collected**

Identification information

Full name and title

Postal address

Email address

Telephone number

Additional information relevant to your use of our website and services, such as your marketing preferences, survey responses and feedback

Information about your shipment, including the recipient

Your VAT status (for international shipments)

Payment information is processed by our payment service provider

Information when you communicate with us for any reason, for example details you provide in a support request

In operating our website, we may collect and process the following data about you:

- Details of your visits to our website and the resources that you access, including: traffic data, location data, cookies, weblogs and other communication data.

### **Information Collected by Third Parties**

Payment information is processed by our payment service provider.

- In addition to information collected by ourselves then we may also receive data that has been collected by third parties, which would be added to the previous information held by ourselves.

### **Use of your Information**

We collect information about you in order to process your order and deliver our service to you.

This data will not be passed onto any third parties, other than for payment processing and service fulfillment.

If you are an existing customer, we may contact you with information about goods and services similar to those which were the subject of previous sales to you.

### **Storing your data**

We will take all reasonable steps to make sure that your data is treated securely and in agreement with this Privacy Policy. Data that is provided to us is stored on our secure servers. Details relating to any transactions entered into on our site will be encrypted to ensure its safety. The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data is therefore entirely at your own risk. Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, and or applications, you are responsible for keeping this password confidential.

### **Disclosing Your Information**

Where applicable, we may disclose your personal information to any member of our group. This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any). We may also disclose your personal information to third parties:

1. Where we sell any or all of our business and/or our assets to a third party.
2. To assist fraud protection and minimize credit risk.
3. Where we are legally required to disclose your information.

## **Cookies**

To help us improve our website and the service we provide to you we may use technology to track the patterns of behavior of visitors to our site. Often, this is in the form of a cookie file. Where used, these cookies are downloaded to your computer or device automatically.

All computers and devices have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website.

On occasion, we may gather information about your computer for our services and to provide statistical information regarding the use of our website to our advertisers. The information collected in this way can be used to identify you unless you modify your browser settings.

## **Third Party Links**

You may find links to third party websites on our website. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

## **How you can help keep your personal information secure**

As you would expect of us, we will take all reasonable measures to ensure that the personal information you provide through our website is held and managed securely. However, there are some things that you can do to help keep your personal information safe, not just on our website, but whenever you provide information online.

Here are some simple ways you can improve the security of you information:

- Use an actively supported and up to date browser
- Use strong passwords which are separate for each use
- Yaita's third party payment gateway is fully PCI Compliant and uses secure SSL/TLS connections for processing payments
- Yaita also uses enterprise strength security to protect your information

We recommend that you contact your preferred browser provider for further information.

## **Consent**

By providing us with your personal information when registering on our site or when you use our service, you consent to the collection, use and disclosure by Yaita of your personal information as provided in this Privacy Policy. Your consent includes the retention of personal information that is collected through our Site, including your personal information that you submit through a registration process, for as long as you are registered on our site and until you withdraw your consent. By using Yaita Web site and the services it provides, you agree to have read and

understood the Privacy Policy and are aware of your legal obligations to be bound by this agreement.

### **Contacting Us**

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to **contact us**

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