

Privacy Policy

The skibellfinejewelry.com website is owned and operated by Skibell Fine Jewelry. This Privacy Policy describes how information, including Personal Information, is collected from you and subsequently used, shared, secured and otherwise processed by skibellfinejewelry.com.

"Personal Information", is any information that enables us to identify you, directly or indirectly, such as your email address, name, shipping and billing address, telephone number, company name, credit card information, any form of identification number or one or more factors specific to your physical, physiological, mental, economic, cultural or social identity. By accessing this website and making use of our services you explicitly agree to the terms of this Privacy Policy.

For the purposes of the EU General Data Protection Regulation 2016/679 (the "GDPR"), the data controller is skibellfinejewelry.com, whose registered office is at 8411 Preston Rd, Suite 110; Dallas, Texas 75225 United States.

1. Effective date and updates to our Privacy Policy.

This Privacy Policy is effective as of May 30, 2018. As our services evolve and we perceive the need or desirability of collecting or using information collected in other ways, we may from time to time amend this Privacy Policy and will provide a new effective date on the revised Privacy Policy. We encourage you to check our Site frequently to see the current Privacy Policy and User Agreement in effect and any changes that may have been made to them.

2. Information we collect from you.

a) Information you give us

Communicating with us. In general, you can visit the Site without telling us who you are or revealing any information about yourself. However, if you correspond with us through our Contact Us page, by phone, email or otherwise, we will retain the Personal Information that you provide. This includes Personal Information you provide when participating in discussion boards or social media functions on the Site, and when you report a problem with the Site.

Communicating with other users. Users can contact sellers to negotiate a sale or make a purchase by contacting the seller using a telephone number displayed on the Site which is operated by us. When a user connects with a

seller by telephone, that call may be recorded by us to log transactions and for training and quality assurance purposes.

b) Information we collect about you

With regard to each of your visits to the Site we automatically collect the following information:

Technical Information. This includes browser type and version (e.g. Internet Explorer, Firefox, Chrome, Safari), operating system (e.g. Windows, Macintosh), IP address, device type, time zone setting and Internet domain (e.g. AOL, Hotmail).

Information about your visit. This includes the pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number.

We do not treat this information as Personal Information, except where the information can identify you when associated with other Personal Information we hold or where we are required to do so under applicable law.

3. We use cookies.

The Site uses cookies to distinguish you from other users. This helps us to analyze the use of the Site to customize and improve the content and the layout of the Site.

a) We may use the Personal Information you give us for our legitimate commercial interests including, among other things:

- to respond to your inquiries and to provide you with the information, products and services that you request from us;

- to provide information on the products or services of our registered sellers with whom you are placed in touch with in connection with a prospective purchase;

- to send you communications about our own products and services

- to contact you as necessary.

b) We may use the Personal Information we collect in either an identifiable or an anonymized form (independent of any personal identifiers):

- to administer the Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;

- to improve the Site and to customize the content you see on the Site;

- as part of our efforts to keep the Site safe and secure;

- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and

- to do internal research on our Site visitors' interests and behaviors to better understand and serve our customers.

We use email as the primary form of communicating transactional and relationship information with registered Site users. We may also use your street addresses and telephone numbers to provide these communications.

4. Sharing your Personal Information

We do not sell, share, trade or give away Personal Information other than as described in this Privacy Policy.

We reveal your Personal Information to unaffiliated third parties when you request or authorize it, or to help complete a transaction for you which you have requested.

We may share your Personal Information with other companies or agents affiliated to with us who have been carefully selected and who perform functions on our behalf (e.g., analyzing data, providing marketing assistance, providing customer service, processing orders, etc.).

We will only transfer your Personal Information to trusted third parties who provide sufficient guarantees in respect of the technical and organizational security measures governing the processing to be carried out and who can demonstrate a commitment to compliance with those measures.

5. Opt-out

You can elect not to receive emails from us either by "unsubscribing" to an email you receive or by contacting us as indicated below. Any changes will affect only future uses of your information.

6. Children

We do not intend to solicit or collect Personal Information from anyone under the age of 18. If you are under 18, do not enter information on this site or engage our services. If you believe a child of yours under the age of 18 has entered Personal Information please contact us to have the data removed and terminate the child's account.

7. Links to third-party sites

We may also allow third party sites or applications to link to the Site. We are not responsible for the privacy practices of any third parties or the content of linked sites, but we do encourage you to read the applicable privacy policies and terms and conditions of such parties or websites.

This Privacy Policy only applies to our Sites.

8. Contact us

If you have any questions or suggestions with respect to this Privacy Policy or if you wish to ask us to correct or show you your Personal Information as provided above, please contact us immediately.