

PRIVACY POLICY

Ariella Indigo ("We") are committed to protecting and respecting your privacy.

This policy (together with our website terms which can be found at the bottom of the website www.ariellaindigo.com and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting www.ariellaindigo.com, registering or otherwise using the information and services provided on our site, you are accepting and consenting to the practices described in this policy.

What Do We Mean By Your "Information"?

Your 'information' means any information about you which is personally identifiable, including, without limitation, your name, address, date of birth, telephone number, email address, user name, password, comments, messages, photos and other information from which you can be identified and which you may disclose to us or otherwise via our site or services at any time.

What Information Do We Collect From You?

We may collect and process the following data about you:

- **Information you give us.** This is information about you that you give us by filling in forms on our site or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you register to use our site, subscribe to any of our services, search for a product, place an order on our site, participate in discussion boards or other social media functions on our site, post a message or comments in community forums, enter a prize or competition, and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and photograph.
- **Information we collect about you.** With regard to each of your visits to our site we will automatically collect the following information:
 - technical information about your computer, including the IP address used to connect your computer to the Internet, your login information, browser type and version, operating system and platform;
 - information about your visit to our site, including pages you click on, products you view or search for, page response times, download errors, length of visits to certain pages, and any phone number used to call our customer service number.

- **Information we receive from other sources.** We may from time to time work with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies). We will notify you when we receive information about you from them and the purposes for which we intend to use that information.

Cookies

Our site uses cookies to distinguish you from other users and to improve the site. Cookies are small text files that we store on your browser or the hard drive of your computer or mobile device if you agree. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

Most web browsers automatically accept cookies, though you do not have to. We do not control the use of cookies by third parties. If you wish to disable cookies then you can do so by readjusting your browser settings although please note that by disabling cookies you may not be able to register with or use all features of our website.

For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at <http://www.allaboutcookies.org>.

How Do We Use Your Information?

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
 - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us (including our newsletter, where you have requested this);
 - to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
 - to provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. If you are an existing customer, we will only contact you with information about goods and services which are similar to those you have already purchased. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you only if you have consented to this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please email us at support@ariellaindigo.com to let us know;
 - to notify you about changes to our service;

- to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
 - to administer our site and for internal operations;
 - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our site safe and secure;
 - to measure or understand the effectiveness of any advertising we may serve to you and others, and to deliver relevant advertising to you;
 - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
- **Information we receive from other sources.** We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

When Will We Disclose Your Information

You agree that we have the right to share your personal information with:

- Selected third parties including:
 - business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you;
 - advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. We will never disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users; and
 - analytics and search engine providers that assist us in the improvement and optimisation of our site.

We will disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our website terms of use

or terms of supply and other agreements; or to protect the rights, property, or safety of us, our customers, or others. This may include exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

You must respect the privacy of others and you should not disclose any personal details about other people that may be misleading or cause them harm or offence. It is your responsibility to obtain their prior permission in respect of any mention of them where relevant.

Where Do We Store Your Personal Data?

We may transfer and store your information to a destination outside the European Economic Area (“EEA”). It may be processed outside the EEA to fulfil your order and process your payment details. By submitting your personal data, you agree to this arrangement. We will do what we reasonably can to protect your data and keep it secure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Links

Our site may, from time to time, contain links to and from other websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Changes to This Policy

If we make any changes to our Privacy Policy in the future, we will post the changes on this page. Where such changes affect the purposes for which your data is collected, we will also notify you by email. Please check back frequently to see any updates or changes to our Privacy Policy. Your continued use of our site after we post any changes or send you any such email notification will constitute your acceptance of the new terms.

Contact

If you have any questions or comments regarding this privacy policy, please address them to Ashcombe Farm, West Pennard, Glastonbury, Somerset BA6 8ND. UNITED KINGDOM **OR** support@ariellaindigo.com