

Consciously Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase or booking from <https://consciously.pt> (the “Consciously web platform”).

PERSONAL INFORMATION WE COLLECT

When you visit the Consciously web platform, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Consciously web platform, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Consciously web platform, and information about how you interact with the Consciously web platform. We refer to this automatically-collected information as “Device Information.”

We collect Device Information, User Preferences Information and User Activity Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Consciously web platform, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Consciously web platform.

Additionally when you make a purchase or booking or attempt to make a purchase or booking or booking through the Consciously web platform, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers and third-party payment account details from providers such as Stripe or Paypal), email address, and phone number. We refer to this information as “Order Information.”

When you provide us with preferences for the listing categories and tags via the Consciously web platform forms, we collect details such as preferences for searches which includes, details of your preferred classes, services, events and products. We refer to this information as “User Preferences Information”.

When you access pages, sections, services, listings, profiles, content created by our users or by employee, members, partners of our organisation of the Consciously web platform, we record view counts, user activity (including page scrolling, interactions with any form elements, mouse movements, touch screen movements, photo viewing, video viewing, text-selection, content highlighting, content hovering) and the date(s) / time(s) when user activity occurs. We refer to this information as “User Activity Information”.

When you send a message via the Consciously web platform, we record the date the message was sent, the time message was sent, text content, image content, video content, url content, recipient details, the date(s) / time(s) message was read, whether or not the message has been reported and the date(s) / time(s) message was reported. We refer to this information as “Communication Information”.

When we talk about “Personal Information” in this Privacy Policy, we are talking about Device Information, Order Information, User Preferences Information, User Activity Information, Communication Information as a single set of information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Consciously web platform (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We also share the absolute minimum required details of your Order information with the users for which you are making a purchase or booking from, in order for them to fulfill the class, service, event booking or product purchase.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Consciously web platform (for example, by generating analytics about how our customers browse and interact with the Consciously web platform, and to assess the success of our marketing and advertising campaigns).

We use the User Preferences Information to improve the Consciously web platform services and to deliver you targeted platform listings via the Consciously web platform and via email.

We use the User Activity Information to provide statistical and performance analysis of listings.

We use the Communication Information to provide messaging services between you and other users of the platform, to ensure that the messaging system of our platform is not being used in a way which breaches our terms of service.

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we share the absolute minimum required details of your Order information with the users for which you are making a purchase or booking from, in order for them to fulfill the class, service, event booking or product purchase

We share your User Preferences Information and User Activity Information with users of our platform via the statistical tools we provide to our subscriptions users. Any data collected for statistical or performance, shared with subscribers are anonymised (i.e. we do not share personal information (i.e. names, email, addresses, contact numbers, date of births, etc) that would identify you as an individual.

We share your communication data with other users of platform in order for you to communicate with other users of the platform.

We also use Google Analytics to help us understand how our customers use the Consciously web platform--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here:

<https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our Consciously web platform's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Consciously web platform), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you place an order through the Consciously web platform, we will maintain your Order Information for our records unless and until you ask us to delete this information.

MINORS

The Consciously web platform is not intended for individuals under the age of 18, or under the age of majority in their country, if greater.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at contact@consciously.pt or by mail using the details provided below:

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