

## Privacy Policy for Her Empire Collective

*Last Updated: 11/01/2024*

At the HerEmpire Group we are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy or our practices with regards to your personal information, please contact us at [info@herempire.group](mailto:info@herempire.group).

When you visit our website [www.herempire.group](http://www.herempire.group) and use our services, you trust us with your personal information. This Privacy Policy is meant to help you understand what data we collect, why we collect it, and what we do with it.

### Information We Collect:

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Personal Information: We may collect personal information that you voluntarily provide to us, such as your name, email address, and contact details when you interact with our website or social media accounts.

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Automatically Collected Information: When you visit our website, we may automatically collect certain information, such as your IP address, browser type, device type, and the pages you visit on our site.

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### How We Use Your Information:

We use the information we collect to:

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Provide, operate, and maintain our website and services.

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Improve, personalize, and expand our website and services.

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Understand and analyze how you use our website and services.

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Develop new products, services, features, and functionality.

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### **Sharing Your Information:**

We may share your personal information with third parties when required by law or when we believe it is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

### **Your Privacy Choices:**

You have the right to:

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Access Personal Information: You can request access to your personal information.

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Correct, Update, or Delete: You can edit or delete your personal information by contacting us directly.

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Object to Processing: You can object to our processing of your personal information.

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### **Data Security:**

We implement reasonable measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction.

### **Changes to This Privacy Policy:**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

### **Contact Us:**

For questions about our Privacy Policy, contact us at [info@herempire.group].

### **Additional Details:**

#### **a. Cookies and Tracking Technologies:**

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We may use cookies and similar tracking technologies to enhance your browsing experience and analyze website usage.

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#### **b. Third-Party Links:**

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Our website may contain links to third-party websites. We are not responsible for the privacy practices of such websites.

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#### **c. Children's Privacy:**

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Our services are not intended for individuals under the age of 18. We do not knowingly collect personal information from minors.

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#### **d. International Users:**

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If you are accessing our services from outside South Africa, be aware that your information may be transferred to and processed in South Africa.

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### **9. Data Retention:**

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

### **10. Consent:**

By using our website and services, you consent to the terms outlined in this Privacy Policy.

If you have any questions about our Privacy Policy, please contact us at [info@herempire.group](mailto:info@herempire.group).