### PRIVACY POLICY

1. Gemona West Lifestyle is a leading brand in the interior design space and as such reputable for upholding and safe guarding your privacy rights as we know it is paramount to you. We are aware of the weary and frustrated reaction of end-users towards infringement. That's why as of 2021, we have implemented the General Data Protection Regulations 2018 (GDPR), which safeguards how we collect, store and use the information provided to us. This eliminates the difficult, uncomfortable, anxiety-inducing decisions of privacy breach in the hands of our users while operating in complete transparency about how and why we use your data. (This policy applies only to sites maintained by Gemona West and not to websites maintained by other companies or organizations to which we may provide links.)

Please read this privacy policy before using the site or submitting any personal information. By using the site, you are accepting the practices described in this privacy policy. You are encouraged to review the privacy policy whenever you visit the site to make sure that you understand how we will use any personal information you provide.

**DEFINITIONS AND KEY TERMS** 

To help explain things as clearly as possible in our Privacy Policy, please note these key words any time it's being referenced. They are strictly defined as:

Cookie: small blocks of data created by a web server while a user is browsing a website and placed on the user's computer or other device by the user's web browser. It is used to identify your browser, provide analytics, remember information about you such as your language preference or login information.

Company: when this policy mentions "Company," "we," "us," or "our," it refers to Gemona West Lifestyle that is responsible for your information under this Privacy Policy.

Client: refers to the company, organization or person that signs up or uses our services.

Device: any internet connected device such as a phone, tablet, computer or any other device that can be used to visit Gemona West Lifestyle and use the services.

Personal Data: any information that openly, indirectly, or in connection with other information — including a personal identification number — allows for the permit of identification of a natural person.

Service: refers to the service provided by Gemona West Lifestyle as described in the relative terms (if available) and on this platform.

Third-party service: refers to advertisers, contest sponsors, promotional and marketing partners, and others who provide our content or whose products or services we think may interest you.

Website: Gemona West Lifestyle's site, which can be accessed via this URL

You: Refers to a person or entity that use our services.

With your consent and in order to serve you better and make your user experience with us worth it each time, we get information from you when you visit our website, register on our site, place an order, subscribe to our newsletter, respond to a survey or fill out a form.

Phone Numbers
Email Addresses
Name / username

## 1. WHY REQUEST FOR YOUR INFORMATION?

Any of the information we collect from you may be used in one of the following ways:

- \* To personalize your experience (your information helps us to better respond to your individual needs)
- \* To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)
- \* To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- \* To process transactions
- \* To administer a contest, promotion, survey or other site feature
- \* To send periodic emails

You can redefine or opt out of receiving our newsletters at any time by following the designated 'unsubscribe' link in the footer.

How Do We Use Your Fmail Address?

By submitting your email address on this website, you agree to receive emails from us. You can cancel your participation in any of these email lists at any time by clicking on the opt-out link or other unsubscribe option that is included in the respective email. We only send emails to people who have authorized us to contact them, either directly, or through a third party. We do not send unsolicited commercial emails, because we hate spam as much as you do

## 2. DISTRIBUTION OF INFORMATION

Gemona West lifestyle values the trust that clients place in us when they supply their personal information. We promise never to share this with a third party for marketing purposes. We will only share information with a Government agency when obliged by law to comply with an investigation into or the prevention of fraud. To complete the delivery of your purchase, we will pass on your name, address and contact number to the trusted delivery company contracted to carry out the delivery of your purchase.

We keep your information just as long as we provide Gemona West Lifestyle services to you and fulfill the purposes described in this policy. This is also the case for anyone that we share your information with and who carries out services on our behalf. When we no longer need to use your information and there is no need for us to keep it to comply with our legal or regulatory obligations, we'll either remove it from our systems or depersonalize it so that we can't identify you.

# 3. COMMITMENT TO DATA SECURITY

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information. All appropriate technical and organizational measures have been taken to ensure that your personally identifiable information is kept completely secure. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential Only authorized employees and contractors with a proven commitment to data security within their policies have access to this information

After a transaction, your private information (credit cards, social security numbers, financials, etc.) is never kept on file. We cannot, however, ensure or warrant the absolute security of any information you transmit to Gemona West Lifestyle or guarantee that your information on the Service may not be accessed, disclosed, altered, or destroyed by a breach of any of our physical, technical, or managerial safeguards.

### 4. COOKIES

To identify the areas of our website that you have visited. A Cookie is a small piece of data stored on your computer or mobile device by your web browser. We use Cookies to personalize the Content that you see on our website. Most web browsers can be set to disable the use of Cookies. However, if you disable Cookies, you may not be able to access functionality on our website correctly or at all. We never place Personally Identifiable Information in Cookies.

How we use Cookies

We use cookies to give you the best possible experience we can offer on our website. Different types of cookies have different functionalities, like enabling personalized product recommendations, saving your preferences, and allowing us to see aggregated browsing statistics. The types of cookies we use and their functionalities are listed below.

Strictly necessary cookies

These are required for the operation of our website including those that allow you to log into your account at the checkout.

#### Performance cookies

These cookies allow us to ascertain the number of people on our site and see what interest our visitors on our website. Measuring this helps us improve the functionality of our website and provide the best experience for our visitors.

### **Functionality cookies**

These are used for serving adverts relevant to a visitor's interests based on their interaction with our website. Advertising cookies are managed by our third-party marketing partners in most cases and enable them to show personalized adverts or marketing emails with content and products reflective of a visitor's interaction with our website. Without these cookies, our marketing will be less relevant to our customers.

#### Managing your cookies

Most web browsers automatically allow cookies but you have the choice to accept or decline them by amending your browser settings. Read the information provided by your browser software which will tell you how to set up a notification when you receive a cookie. This will allow you to decide whether or not to accept it. If you decline the use of cookies, you will not be able to access all the features of our website, and any preferences will not be saved. You will still see our advertising but it will be less relevant to you.

### Your Consent

By using our site, registering an account, or making a purchase, you consent to this Privacy Policy.