

Privacy Policy

At Fruit and Essence (hereinafter referred to as "this website"), we highly value the protection of your personal information and privacy. This policy explains how we collect, use, and protect your data. Please read it carefully.

1. Scope of Application

This Privacy Policy applies to the personal information you provide or that we collect while you browse, register, log in, or use our services, including but not limited to online reservations, member registration, event sign-ups, and feedback submissions.

2. Information We Collect

To provide complete services, we may collect the following data:

- Name or nickname
- Contact information (e.g., phone number, email address)
- Date of birth and gender (if applicable)
- Account credentials (passwords are encrypted)
- Address (for delivery or physical gift shipments)
- Other personally identifiable information

When you browse our site, we may also record:

- IP address
- Device and browser information
- Browsing and click behavior (for analytics and optimization)

3. Purpose of Data Use

We collect data for the following purposes:

1. To verify your identity and provide personalized services
2. To send marketing content and promotions (e.g., birthday gifts, exclusive offers)
3. For internal analytics and service optimization
4. To process reservations, event sign-ups, or inquiries
5. To comply with legal obligations or official requests

4. Data Protection

1. We employ industry-standard security mechanisms (such as HTTPS and access control) to protect your data.
2. Only authorized personnel may access your data, and all are bound by confidentiality agreements.
3. Data is retained for the period necessary to fulfill the stated purposes or as required by law.

5. Disclosure to Third Parties

We will never provide, exchange, rent, or sell your personal data to third parties unless:

- We have obtained your written consent
- It is required by a court or government authority
- It is necessary to provide services (e.g., sending verification codes via third-party systems)

6. Use of Cookies

We use cookies to enhance your browsing experience, including:

- Remembering login status, language preference, and cart contents
 - Analyzing usage patterns to improve site functionality
- You may disable cookies in your browser settings, but this may affect website performance.

7. Access, Correction, and Deletion of Your Data

Under the Personal Data Protection Act, you may request:

- To view or review your personal data
- To supplement, correct, or delete your data
- To stop the collection, processing, or use of your data

Please email our customer support. Once your identity is confirmed, we will respond within a reasonable timeframe.

8. Policy Changes

We reserve the right to update this policy at any time. Updates will be published on our website without individual notice. Please check the latest version periodically.

9. Contact Information

If you have any questions regarding this Privacy Policy, please contact us at:

- **Email:** service@mail.com
- **Phone:** +886 886 886
- **Service Hours:** Monday to Sunday, 11:00 AM – 08:00 PM