**Privacy policy**

**Arcticode AS and Topps mobile ordering application**

**Arcticode AS Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase through the Topps mobile ordering app and when you visit http://www.arcticode.no/ collectively called (the “service”).

According to EC Directive 95/46 / EC on the protection of individuals with regard to the processing of personal information and on the free movement of such data, the data processing carried out on this service, site, on the Topps mobile ordering app and future application platforms, is conducted by Arcticode AS, org. nr 920 359 507, as the data controller. Address: Orrevegen 246, 4352 KLEPPE.

**PERSONAL INFORMATION WE COLLECT**

When you visit the service, 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 service, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the service, and information about how you interact with the Service. We refer to this automatically-collected information as “Device Information.”

We collect Device 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 Service, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” “transparent GIF files,” and “pixels” are electronic files used to record information about how you browse the service/Site.

Additionally, when you make a purchase or attempt to make a purchase through the Service, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers and also various POS service/system information), email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

**HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfil any orders placed through the Service (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 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 Service (for example, by generating analytics about how our customers browse and interact with the Service, and to assess the success of our marketing and advertising campaigns).

Personal information we collect will be kept as long as such retention is necessary (or as defined by applicable law and regulations) in order to deliver products and services (including after sales) to you, or to the time you request that we delete your information.

**SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. For examples we use Google Analytics to help us understand how our customers use the Site--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:

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COMMON LINKS INCLUDE:

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

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

BING - https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads

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**YOUR RIGHTS**

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, we note that we are processing your information in order to fulfil contracts we might have with you (for example if you make an order through the service), or otherwise to pursue our legitimate business interests listed above.

**DATA RETENTION**

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

**MINORS**

The service is not intended for individuals under the age of 18.

**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 our contact form. (hyperlink)

Arcticode As

Org. Nr 920 359 507

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