**SFRIENDLY PRIVACY POLICY**

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Thank you for accessing to Sfriendly.com, run by Sfriendly Co., Ltd. We are committed your privacy. Please read the following privacy policy to understand the commitments we respect to protect the rights of our users.

Privacy policy gives an explanation of how we collect, use (in certain cases) and disclose your personal information. In addition, this policy also explains the steps we take to secure customers' personal information. Finally, the policy will explain your choice regarding the collection, use and disclosure of your personal information.

Protecting personal and deserving your trust are essential criteria for us. Therefore, we will use your name and your other information in the regulations of the privacy policy. We only collect the necessary transaction information.

We will keep customer information in the regulations of law or for any purpose. You can access our website and browse without providing personal information. At that time, you are anonymous and we do not know who you are if you do not log in to your account.

**1. Collect personal information**

We will collect other information when you want to place an order on the website.

We collect, store and process your information for the buying process and to inform the future, and to provide services. We will not limit personal information such as title, name, gender, date of birth, email address, shipping address, phone number, fax, payment details, payment card details or bank account details.

We will use your information to process orders, provide services and request information through the website and according to your requirements. Furthermore, we will use your information to manage your account; verify and make online transactions, control data input from the web; to improve layout and content of the site and adjust to suit users; to identify web users, do a demographic research, send details including product information and services, if you have no intention of rejection. If you do not wish to receive any marketing information from us, you may refuse at any time.

We can transfer your name and address to the third party for delivery (for example: couriers or suppliers).

The online payments will be made by our Payment Gateway Partner, which is the best payment gateway in Vietnam. You will provide us or agents or website with accurate information and notify us for any change.

Your order detials will be stored, but for security reason we do not disclose directly. However, you can access the information by logging in to your account on the website. You will check your order details and the information of email, bank and newsletter that you have subscribed in the long term.

Please note\*: Sfriendly NEVER asks about your password.

You must be committed to protecting personal data and do not have the right to disclose to the third party. We do not take any responsibility for the misuse of password if it is not our fault.

**2. Other rules about personal information**

We are entitled to use your personal information to do a market research, which will be hidden and be used for statistic purpose only. You can refuse to get involved at any time. Any answers to surveys or polls will not be transferred to third parties. It is necessary to disclose your email if you would like to participate. The answer will be stored separately from your email.

You will receive information from our website, other websites, products, sales, news, anything related to companies of a group or among business partners. If you refuse to receive this information, please click the link in any refusal email we have sent to you. Within 7 days of receiving your instruction, we will stop sending information. If it is not clear, we will contact you.

We will continue to hide user data on the website and will use it for many different purposes, including the determination of the user's location and how to use certain aspects of the website or link containing user's email and provide anonymous data for the third party - publishers. However, this data is impossible to identify individuals.

**3. The third parties and affiliates**

We may transfer your information to other companies in the group. We may transfer your information to agents and subcontractors under the provisions of the Privacy Policy. For instance, we will ask the third party to delivery your order, receive payments, analyze data, do marketing and support customer services. We may exchange information with third parties for the purposes of fraud protection and credit risk reduction. We can transfer the database including your personal information if we sell all or a part of the company and you will be notified. In the framework of Privacy Policy, we do not sell or disclose your personal data to third parties without prior consent unless this is necessary for the terms of Privacy Policy or we are required to do so under the provisions of law. This website may include the advertising of the third party and affiliates to other sites or frames of other sites. Please note that we do not take responsibility for information security or the content of the third party or other sites, or any third party to which we transfer data to be valid for Privacy Policy.

Observation system of customer behavior used on the channel of Display of Advertising (eg, Customer Marketing, management system of advertising campaigns ClickThrough , demographic reports, customer hobbies with Google Analytics tool ...) may collect information such as age, gender, hobbies and interact with a number of occurrences of advertising.

With the installation of [advertising](https://www.google.com/settings/ads), users or customers can choose to get out of customer behavior observation system of Google Analytics and choose how to appear on the Google Display Ad channel.

Sfriendly and third parties including Google can use cookies of Google Analytics or of the third party (such as ClickThrough) to gather information, optimize and support for the purpose of ads based on the user's visit in the past.

**4. Use Cookie**

Cookie is a small text file that can identify unique username from your computer to our server when you visit certain pages on the website and is stored by internet browser on your computer's hard drive. Cookie is used to identify the IP address and save time.

We use cookies for your convenience on the web (for example, remembering your username when you want to change the shopping cart without having to re-enter your email address) and does not require any information about you (for example, targeted advertising).Your browser can be set not to use cookies, but this will restrict your website access. Please accept our commitment that cookie does not include any personal information and security with virus. For more details about cookies, please visit [http://www.allaboutcookies.org](http://www.allaboutcookies.org/) or know how to remove cookie out of the browser, please click<http://www.allaboutcookies.org/manage-cookies/index.html>.

This browser uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer to help the website analyze how users have access to the web. Information has been compiled from cookie transmitted and stored by Google on servers in the United States. Google will use this information to evaluate your web usage, report your activities on Internet and provide other services relating to Internet activities and usage.Google may also transfer this information to third parties as required by law or third parties to process the information on Google's behalf. Google will not associate your IP address with any other data that Google holds. You can refuse to use cookies by selecting the appropriate settings on your browser; however, kindly note that this will prevent you from using the website with full function. By using this site, you have agreed that Google will process your data in the manner and for the purposes mentioned above.

**5. Security**

We have appropriate measures on technical security to prevent unauthorized access, illegality, loss or damage to your information. We use our payment gateway partner, the best payment gateway in Vietnam, to secure your payment. Therefore, you only have to fill out your credit card or debit card when you pay, start after you access an SSL payment website. Sfriendly **never ask or store your credit card or debit card information** in any form. If you find any abnormal issues, please *contact us* immediately. We recommend that you should not give detailed information about payments to anyone by e-mail, we do not take responsibility for the losses you may incur in the exchange of information on your Internet or email.

You absolutely do not use any programs, tools or any other forms to interfere in the system or alter data structures. It is strictly forbidden to distribute, propagate or encourage any activity aimed at interventing, sabotaging or infiltrating the website system data. All violations will be stripped of all rights and will be prosecuted under the law if necessary.

All transaction information will be kept confidential, but in cases which the law requires, we will be required to provide this information for law enforcement agencies.

The conditions, terms and content of this website are adjusted by the laws of Vietnam and Vietnam court for jurisdiction.

**6. Customer Benefits**

You are entitled to have access to your personal data, to request that we correct errors in your data without charge. You have the right to request us to stop using your personal data for marketing purposes.