**PRIVACY POLICY**

1. **Introduction**

LUCXURY is committed to protecting and respecting the privacy of our customers. We believe that your personal information is utmost important to Us and we will only use your personal information in relevant to our service. The Privacy Policy only applies to LUCXURY site and not to 3rd party websites in which you are link up. You are advised to read the privacy policy of the 3rd party websites should you wish to use their services.

Please take a few minutes to read the Privacy Policy and understand it before using our services. By using LUCXURY services, you are deemed to agree to our use of your information in accordance with this policy. Should you have any queries please CONTACT US at info@lucxury.com

1. **What kind of information does LUCXURY collect?**

The following information is collected when you use LUCXURY service:

* Website usage information may be collected to provide customer with a unique shopping experience using cookies (defined in the next section).
* Information that personally identifies you when required to asses for suitable products (this may include your name, email address, country.)

Information collected are exclusively for carrying out the functions offered on the Website such as information about LUCXURY, Promotions, Lucky Draws, Newsletters etc. that you might be interested in.

Your personal information is collected in the following ways:

* Registering an account
* Subscribing to newsletter
* Sending 'contact us' messages

It is in our policy not to collect sensitive information such as racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, or details of health, disability or sexual activity and/or orientation unless compelled to do so by law.

1. **Information from Analytics, Cookies, Tracking and Similar Technology**

We may collect information from data collection technologies to allow us to understand your activity on and off our Services, to collect and store information when you interact with Services we offer and to analyse and improve the performance of our Services.

Such information:

1. Is collected when you access advertising, content, websites and other products (both on and off of our Services) where our data collection technologies (such as cookies, development tools, and other technologies) are present.

2. Collected from your devices (including portable and non-portable computers, mobile phones, and tablets) that may include:

* Device specific identifiers and information such as:
* Browser configuration, plugins and version(s)
* Cookie information
* Device settings
* Internet Protocol (IP) addresses
* Metadata
* Mobile Device and advertising identifiers
* Mobile network information
* Operating system type and version

Other information that allows us to recognise your activity across other devices and Services to provide you with personalised experiences and advertising across the devices you use. Consequently, the information we collect may include how you interact with our Services.

3. Includes data about usage of services (such as language preferences, log files, metadata), as well as browsing behaviour and analytics such as:

* the type of advertisement or content shown to you and your level of engagement (including links clicked)
* the duration and frequency of your activities
* the apps or websites you used immediately before and/or after accessing our Services
* whether you visited an advertiser's website, purchased a product or service advertised, or took other actions

1. **Information from Third Parties**

We may collect information about you when we receive it from third-parties which we may use to analyse, expand, or update the accuracy of our records, identify new customers, and provide Services that may be of interest to you. Such information may be received:

When you connect your account to third-party services or sign in using a social media website (such Facebook)

1. **Protecting your personal information**

LUCXURY ensures that all information collected will be safely and securely stored. We protect your personal information by:

* Implementing access control to restrict access to your personal information
* Adding Security modules to prevent unauthorised computer access
* Strict policy when destroying your personal information when it is no longer needed for any legal or business purpose
* Our Internet servers utilise a modern Linux-based operating system that is maintained with the latest available security patches and updates.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate, legal, or business purposes. These might include retention periods of up to six (6) years:

* mandated by law, contract or similar obligations applicable to our global business operations;
* for preserving, resolving, defending or enforcing our legal/contractual rights, and/or resolving disputes; or
* needed to maintain adequate and accurate business and financial records.

Where you have chosen a password to access certain services of the Website, you are responsible for keeping your password confidential. We recommend not sharing your password with anyone. Due to the nature of the internet, LUCXURY does not provide any guarantee or warranty regarding the security of your personal information during transmission to us or storage by us and you acknowledge that you disclose your personal information to us at your own risk. Please contact us immediately if you become aware or have reason to believe there has been any unauthorised use of your personal information in connection with the Website.

1. **How we use the information we collect from you?**

**To deliver LUCXURY services**

We use your information to deliver the LUCXURY Services and the specific features and functionality you request. This includes things like generating the search results that most accurately match your search criteria, emailing you newsletters or notify you of any promotions that you have selected to receive.

**To optimise & personalise LUCXURY Services**

We also use the information collect to optimise and personalise your experience of the LUCXURY Services. For example, we will use cookies to remember your language, currency preferences or preferred brand and may also personalise your experience by highlighting or recommending certain information that we believe is relevant to you based on your search history and use of the LUCXURY Services.

**To contact you**

We use your information to contact you if you have sign up for any lucky draw and are a lucky draw winner or promotions you have requested which are otherwise necessary for us to send to you in order to provide the LUCXURY Services you have selected. We may also notify you about any changes or updates to the LUCXURY Services or to this policy, our Cookie Policy or our Terms of Service, or to respond to communications you have sent us, such as via our customer service help centre or on social media.

1. **Access or Delete your information**

LUCXURY will use all reasonable endeavours to keep personal information it holds accurate, complete, up-to-date, relevant and not misleading. Please contact us if you would like to access the personal information LUCXURY holds about you. We will use reasonable endeavours to provide a complete list of your personal information within (30)days of receipt of your request. Please email us if you would like to receive a copy of this information info@lucxury.com. LUCXURY reserves the right to charge a nominal fee for the processing of this request in accordance with local legislation. You may contact us to correct any of your personal information that is inaccurate, incomplete or out-of-date, or to request that your personal information be deleted. We will use reasonable endeavours to correct or delete your personal information as requested within a reasonable period of receipt of your request. Deletion of your account with LUCXURY will not automatically delete the personal information held about you. If you would like LUCXURY to delete all personal information together with the deletion of your account, please follow the steps mentioned-above. Please note that the deletion of your personal information from our database will result in us not being able to provide you with any services. If applicable, any legal requirement on us to maintain certain records of your personal information shall prevail over any of your requests. We may require you to prove your identity before providing you with copies of your personal information.

1. **Changes to our Privacy Policy**

LUCXURY reserves the right to alter all or any part of this Privacy Policy. Any changes thereafter will be notified via the Website and, where appropriate, through e-mail notification.

1. **Other Websites**

Our Website may have links to 3rd party websites. This privacy policy only applies to this Website (lucxury.com). You should therefore read the privacy policies of the 3rd party websites when you are using those sites.

1. **Contact**

All comments, queries and requests relating to our use of your information are welcomed and should be addressed to: [info@lucxury.com](mailto:info@lucxury.com)