

# Privacy policy

At SAHARA we are very attentive to the need for appropriate protection and responsible processing of all personal information that we receive and we give data security and confidentiality high priority. This Privacy Policy sets out clear guidelines for how SAHARA will process your personal information and we update our policy on an ongoing basis, in accordance with internal processes and applicable legislation.

SAHARA reserves the right to make changes to this Privacy Policy at any time. By accessing sahara-fashion.com ("Website"), you confirm that you have read and understand this policy including how and why we use your information.

The following is an account of how we use the personal information you leave and/or submit when you visit our Website and when you use the various services on our Website.

## **COLLECTION OF PERSONAL INFORMATION**

We collect information from you when you visit our Website including your IP address or unique device identifier, and cookies and data from the pages you visit. This is stored in log files and is used to provide you more pertinent content when you visit our Website. Your IP address, when available, is used to provide a localised experience, including prices in your currency, and to adhere to regional preferences. We refer to this automatically-collected information as Device Information.

"Cookies" are used by every website. "Cookies" are small text files placed by a website on the web browser of a user who lands on a web page, then reads the information collected every time a user performs a function. We use cookies to provide security to you and assist in navigating the Website. Refer below to learn more about our specific uses of cookies and for information on how to opt out.

We collect Device Information in one or more of the following cases:

- "Cookies". Cookies are used by every website (for more information, [click here](#)). We use cookies to provide security to you and assist in navigating the Website.
- "Log Files". Log files are track actions occurring on the Website that collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons", "tags", and "pixels". These are electronic files used to record information about how you browse the Website.

Additionally, if you place an order through SAHARA, we will ask you for your name, email address, shipping address, telephone number and part of your credit card information. We use this information to process and fulfil your order and to notify you of your order status. Telephone numbers and e-mail addresses are used to contact you regarding your order. We refer to this information as Order Information.

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

## **USAGE OF PERSONAL INFORMATION**

Personal information is collected and used for the following purposes:

- Fulfilment of an order from the Website
- Subscribing to a newsletter
- Management of user account/profile
- The collection and evaluation of consumer reviews
- Summary of purchase history
- Statistics and analysis of traffic on sahara-fashion.com
- Other marketing measures
- Fraud prevention

SAHARA maintains statistics about which areas of the website our users visit and what products are users' favourites. The collected data gives us knowledge about how users use the website. This information is used to improve the website.

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.

## **DO NOT TRACK**

Please note that we do not alter our Website's data collection and usage practices when we see a 'Do Not Track' signal sent from your browser.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask for your personal information to be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Website), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **DATA RETENTION**

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

## **CONTACT US**

For more information about our privacy practices or if you would like to make a complaint, please contact us by email at [sahara270619@gmail.com](mailto:sahara270619@gmail.com) or by mail using the details provided below:

450000, Russia, Ufa, Verkhnetorgovaya square, 4, office 311