

SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?

When you purchase something from us, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.

We need this to fulfil your orders, provide customer service and handle returns. We keep a record of your contact history to provide you with customer service and support.

When you browse our store, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system.

Email marketing: With your permission, we may send you emails about our store, new products and other updates.

We do not store credit card details nor do we share customer details with any 3rd parties.

We will also use most of the data above for our own internal analysis to help us better understand our customer base and how our customers use our website. We do this to provide you with a better, faster and safer shopping experience.

SECTION 2 - CONSENT

How do you get my consent?

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent or the option to opt in. How do I withdraw my consent?

You can opt-out of receiving marketing emails from us at any time by:

- Clicking the unsubscribe link at the bottom of any our marketing emails
- Contacting our customer support team

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at info@exstoapparel.com

SECTION 3 - DISCLOSURE

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

SECTION 4 - SHOPIFY

Our store is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you.

Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

Payment:

If you choose a direct payment gateway to complete your purchase, then Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read Shopify's [Terms of Service](#) [Privacy Statement](#)

Klarna

In order to be able to offer you Klarna's payment options, we will pass to Klarna certain aspects of your personal information, such as contact and order details, in order for Klarna to assess whether you qualify for their payment options and to tailor the payment options for you.

General information on Klarna you can find [here](#). Your personal data is handled in accordance with applicable data protection law and in accordance with the information in [Klarna's privacy policy](#).

SECTION 5 - THIRD-PARTY SERVICES

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

We will **never** sell, distribute or lease your data to any third party. In order to fulfil orders and provide you and other customers with a highly personal shopping experience, we do share your data with the following data controllers:

FedEx, DHL and Royal Mail who deliver our products

Shopify, who we use to process card payments

Facebook, Instagram, Twitter and Google for targeted advertising

We use Google Analytics to monitor visitors usage of our website, the data is not linked to individual users but it allows us to see how our website is used and to continually improve our website to offer you an improved experience.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

Links

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

SECTION 6 - SECURITY

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

SECTION 7 - ONLINE ADVERTISING

Like many other online retailers, we use a range of digital advertising networks and technologies to send our customers personal and relevant adverts on other websites. The adverts you see will be based on information that we hold about you, for example:

- Your purchase history
- Products, you have viewed
- Your interests, as set by you

By visiting our website and consenting to our use of cookies, or by shopping with us and agreeing to our terms and conditions and privacy and cookie policy, you are agreeing to be served browsing based advertising.

SECTION 8 - COOKIES

A cookie is a small text file which asks permission to be downloaded onto your computer or smartphone when you visit a website. It allows the website to recognise your device each time you access the website, and will store some information about your preferences or past actions.

We use cookies to improve your shopping experience by doing things like:

- Keeping your chosen products in your basket
- Sending you email reminders about products you've left behind (only if you have opted-in to receive email marketing from us) Analysing web page traffic to make sure that you and other customers can find what you are looking for easily

When you first land on our website, we will show a message to let you know that we use cookies, and to ask for your consent to store them on your device. You can disable cookies within your internet browser settings.

To prevent your data from being used by Google Analytics, you can install Google's [opt-out browser add-on](#)

Here is a list of cookies that we use. We've listed them here so you that you can choose if you want to opt-out of cookies or not

_session_id, unique token, sessional, Allows Shopify to store information about your session (referrer, landing page, etc).

_shopify_visit, no data held, Persistent for 30 minutes from the last visit, Used by our website provider's internal stats tracker to record the number of visits

_shopify_uniq, no data held, expires midnight (relative to the visitor) of the next day, Counts the number of visits to a store by a single customer.

cart, unique token, persistent for 2 weeks, Stores information about the contents of your cart.

_secure_session_id, unique token, sessional storefront_digest, unique token, indefinite If the shop has a password, this is used to determine if the current visitor has access.

SECTION 9 - AGE OF CONSENT

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

SECTION 10 - RETAINING YOUR INFORMATION

We will keep your personal information for as long as you have an order with us. This helps us to provide you with a fast, efficient service, from checkout to delivery, each and every time you shop with us.

SECTION 11 - YOUR RIGHTS

When it comes to your personal information, you have the following rights:

- The right to be informed about how we use your information
- The right to access any information we hold about you
- The right to correct any inaccurate information that we hold about you
- The right to request that we delete information that we hold about you
- The right to request that we stop processing your information, i.e using it for all of the purposes set out in this privacy policy
- The right to access your information in such a way so that it can easily be transferred from environment to another in a safe and secure way
- The right to object to, and opt out of our email marketing at any time

We will always ensure that our services are made available to you in a way that makes it easy for you to exercise any of these right, at any time. If you have any questions or wish to exercise your rights please email us at info@exstoapparel.com

SECTION 12 - CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

QUESTIONS AND CONTACT INFORMATION

In compliance with the EU GDPR Directive 25th May 2018, If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Data Protection Officer at info@exstoapparel.com