

PRIVACY POLICY

Last Updated: 14.09.2023

We at Låka Holiday Décor (“us”, “we”, or “our”) know you care about how your personal information is used and shared, and we take your privacy seriously. This Privacy Policy describes how your personal information is collected, used, and shared when you visit www.lakaholidaydecor.com (the “Site”).

By providing your personal information to Låka Holiday Décor or using our website, you acknowledge that you accept the practices and policies outlined in this Policy, and you hereby consent that we will collect, use, and share your information in the following ways.

Personal information we collect

We collect information from you when you register on the Site, make an inquiry, subscribe to our newsletter, respond to a survey or fill out a form. When ordering or registering on the Site, as deemed appropriate, you may be asked to enter your: name, e-mail address, mailing address or phone number. You may, however, visit our Site anonymously.

Technologies we use

The technologies we use for automatic Data collection may include the following:

- **Log Files:** Like most standard websites, we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user’s movement in the aggregate, and gather broad demographic information for aggregate use. We use a tracking utility that collates data from log files to analyze user movement.
- **Cookies (or browser cookies):** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Services.

- **Web Beacons:** Pages of the Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Widgets:** We may use technologies such as widgets or APIs to display parts of our Services on sites that are operated by our business partners.
- **Other Technologies:** We may also use device identifiers, local storage, html modifiers, and different types of caching to help us understand the devices and users who access the Services. Those methods include device identifiers that are either hardware-based or software-based, persistent or non-persistent, and which may identify either a device or a software module within a device (such as a web browser)

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

Usage of personal information

- **Communicate Special Offers and Updates:** We may send new customers a welcoming email to verify the desire to receive email or other electronic messages from us. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users, we present the option to not receive these types of communications.
- **Email Newsletter:** *If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users' privacy, we provide a way for the user to opt out of these communications. Please see the Choice/Opt-Out section.*
- **Provide Service Announcements:** On rare occasions, it is necessary to send out a strictly service-related announcement. For instance, if our Services are temporarily suspended for maintenance we might send users an email. Generally,

users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature and we only send you these messages after you have explicitly signed up for our Services.

- **Customer Service:** We communicate with users on a regular basis to provide requested services and with regard to issues relating to their account, we may reply via email or phone.

Sharing your personal information

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we may 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.

Behavioral 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 using the links below:

- 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>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/> .

Do not track

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

SMS Marketing

We value your privacy and the information you consent to share in relation to our SMS marketing service. We use this information to send you text notifications (for your potential or current order), text marketing offers, and transactional texts, including requests for reviews from us. Opt-in data and consent for text messaging will not be shared with any third parties except for messaging partners, for the purpose of enabling and operating our text messaging program.

Intended users

The Site is not intended for individuals under the age of 13. Läka Holiday Décor respects the privacy of children and does not knowingly or intentionally collect personal information from children under the age of 13. If you are under the age of 13, please do not use the Site, or submit any personal information through this Site.

Changes to this Privacy Policy

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. If we do change this privacy policy, we will notify you by revising the “Last Updated” date at the top of this privacy policy on the Site.

Contact us

For more information about our privacy practices, please contact us by e-mail at info@lakaholidaydecor.com