

## **PRIVACY POLICY**

At Heidi Louise Shoemaker we receive, collect and store any information that you enter on our website or provide us in any other way. In addition, we collect email address details and may use software tools to measure and collect session information (Google analytics) including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, comments, feedback, product reviews and recommendations).

### **How do we collect information?**

When you complete our sign up email form on our website we collect personal information that you provide to use such as your name, address and email address. Your personal information will be used for the specific reasons stated below. Should you conduct a purchase through our site we use the third party providers PayPal and Square, whose services and solutions complement, facilitate and enhance our own. Note that while our Services may contain links to other websites and services, we are not responsible for such websites' or services' privacy practices. We encourage you to be aware when you leave our Services to read the privacy statements of each and every website and service you visit before providing your Personal Information.

### **Why do we collect such personal information?**

We collect such Non-personal and Personal information for the following purposes:

1. To provide and operate our Services
2. To provide our Users with relevant content suited to their likes
3. To be able to contact our Visitors and Users with general or personalised service-related notices, promotional messages and newsletter updates
4. To comply with any applicable laws and regulations.

### **How do we store, use, share and disclose our site visitors' personal information?**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell, promote and share our articles and newsletters and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company 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.

### **How do we communicate with our site visitors?**

We may communicate with you via email for the purposes of newsletter updates, marketing campaigns, promotions, poll your opinion through surveys or questionnaires, to send any updates about our company, or communications in regards to any purchases made or services rendered. If you have a log in to our website we may contact you via email or phone to notify you regarding your account, to troubleshoot problems with your account, to collect fees or monies owed, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

### **Social Media Features and Framed Pages:**

Our Services include certain Social Media features and widgets, single sign on features such as the "Facebook Like and Facebook Share" buttons and other mini interactive programs ("Social Media Features"). These Social Media Features may collect information such as your IP address or which page you are visiting on our Website,

and may set a cookie to enable them to function properly. Social Media Features are either hosted by a third party or hosted directly on our Services. Your interactions with these third parties' Social Media Features are governed by their policies and not ours.

In addition, our Services may enable you to share your Personal information with third parties directly, such as via page framing techniques to serve content to or from Third Party Services or other parties, while preserving the look and feel of our Website and Services ("Frames"). Please be aware that if you choose to interact or share any Personal Information via such Frames, you are in fact providing it to these third parties and not to us, and such interactions and sharing too are governed by such third parties' policies and not ours.

### Public Forums and User Content

Our Services may offer publicly accessible blogs, communities and/or support forums. Please be aware that any information that you provide in any such areas may be read, collected, and used by others who access them. To request removal of your Personal Information from our blogs, communities or forums feel free to contact us via the contact details listed on our Website contact page. In some cases, we may not be able to remove your Personal Information in such areas. For example, if you use a third party application to post a comment (e.g. the Facebook social plugin application) while logged in to your related profile with such third party, you must login into such application or contact its provider if you want to remove the Personal Information you posted on that platform. In any event, we advise against posting any information (or use any posting means to post information) you don't wish to publicise on these platforms.

If you upload any User Content to your User Account or post it on our User Website and provide it in any other way as part of the use of any Service, you do so at your own risk.

Wix have put adequate security measures in place to protect your Personal Information. However, we cannot control the actions of other Users or members of the public who may access your User Content through our accessible blogs, communities and/or support forums, and are not responsible for the circumvention of any privacy settings or security measures you or we may have placed on the User Website (including, for instance, password protected areas on the blogs/communities/forums sign ups). You understand and acknowledge that, even after its removal by you or by us, copies of User Content may remain viewable in cached and archived pages or if any third parties (including any of your Users-of Users) have copied or stored such User Content. To clarify, we advise against uploading or posting any information on our public blogs, community pages or forums that you do not wish to be public.

### The use of cookies and other tracking tools:

Our Website is developed on the Wix platform and we utilise Third Party Services such as Google Analytics and MailChimp. These third party applications may have their own policies regarding how they collect and store information. As these are external services, such practices are not covered under our Privacy Policy.

Cookies are implemented in every site built by Wix. Wix implements the following cookies on Wix sites:

Cookie name	Life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_ses_\${Proxy-ID}_\${Site-ID}	Session	Security
incap_visid_\${Proxy-ID}_\${Site-ID}	Session	Security
nlb_{ID}	Persistent cookie	Security
XSRF-TOKEN	Persistent cookie	Security
smSession	Two weeks	Identify logged in site members

The Wix Website, by default, uses several persistent cookies for purposes of session and user authentication, security, keeping the User's preferences (e.g. regarding default language and settings), connection stability (e.g. for uploading media, using e-Commerce features etc.), monitoring performance of our services and marketing campaigns, and generally providing and improving services.

If you want to delete or block any cookies, please refer to the help and support area on your internet browser for instructions on how to locate the file or directory that stores cookies. Please note that deleting the Wix cookies or disabling future cookies or tracking technologies may prevent you from accessing certain areas or features of our Services, or may otherwise adversely affect your user experience.

#### **How can you withdraw your consent?**

If you no longer wish to receive communications from us via our promotional website content, newsletters, e-mail messages and similar forms of communication you may notify us at any time via the email address on our contact page or follow the "unsubscribe" or STOP instructions contained in the communications you receive from us.

We take steps to limit the promotional content that we send you to a reasonable and proportionate level, and to send you information which we believe may be of interest or relevance to you.

Our Products and Services are limited for those living within Australia.

#### **Privacy Policy Updates**

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.

#### **Questions and Contact Information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us via the email address listed on our Website contact page