This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from www.chrisaerfeldt.com (the ‘Site’).

WHAT DATA WE COLLECT & WHY?

When you visit the ‘Site’ including this page, cookies (these are small text files that are placed on your device) help us to better understand how users use this website. With such a cookie we have no idea who you are, but it helps us to improve our content, the structure and the functioning of our website and improve your user experience.

For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

We automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

The ‘Site’ uses Google Analytics, the standard platform on which we can observe and interpret the traffic on the website in general and individual pages in particular. These insights help us to adjust and improve where appropriate. The way in which Google protects your data can be found via [this link](https://privacy.google.com/businesses/compliance/index.html%22%20%5Cl%20%22?modal_active=none" \t "_blank).

We also publish embedded content from Facebook as well as the Facebook pixel. This enables Facebook to place cookies independently. The way in which this happens is not in our hands and is part of the [privacy statement that Facebook uses itself](https://www.facebook.com/legal/terms/update%22%20%5Ct%20%22_blank).

**Third party cookies**: This cookie can *only be found with embedded content from other websites* such as Youtube, Facebook, LinkedIn, Instagram and Twitter. These cookies allow commercial providers to tailor advertisements and more to your taste.

**Log files** track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

**Web beacons, tags** and **pixels** are electronic files used to record information about how you browse the Site.

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, email address, and phone number. We refer to this information as “Order Information.”

PERSONAL INFORMATION

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

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

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 use Shopify to power our online store -you can read more about how Shopify uses your Personal Information here: https://www.shopify.com/legal/privacy. We also 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.

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.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information 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 fulfil contracts we might have with you (for example if you make an order through the Site), 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.

CONTACT FORM

If you use our contact or signup forms we will collect your name & e-mail address. We will only use this data to get in touch with you and will never use it in any other commercial way. The data will be saved on this website and we will maintain your data for our records unless and until you ask us to delete this information.

This website is protected by an SSL certificate.

MAILING LIST

We use Mailchimp to manage newsletter e-mail addresses and send e-mail newsletters. Here you can find the [Privacy Policy/GDPR guidelines that Mailchimp uses](https://mailchimp.com/legal/%22%20%5Ct%20%22_blank).
There will be an unsubscribe link in every e-mail you receive so you can unsubscribe easily and at any moment.

MINORS

The Site is not intended for individuals under the age of 18.

CHANGES

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.

CONTACT US

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 us by e-mail at hello@chrisaerfeldt.com or by mail using the details provided below:

19 rue du Petit St Jean, Montpellier, 34070, France