

PRIVACY POLICY

Effective as of April 01, 2024.

This “Personal Data Privacy Policy” describes the personal data protection procedures of Mgr. Kristína Porthová, with business name of e-shop MSaid-fashion, in connection with the websites <https://msaidfashion.com/> or <https://msaidfashion.online/> , that we control and which post or link to this Privacy Policy (the “Service”), and the choices available to you with respect to your personal information.

For purposes of this Privacy Policy, unless otherwise stated, “personal information” means information relating to an identified or identifiable individual, and does not include aggregate information or information that does not identify you.

This Privacy Policy does not apply to the processing of personal information by third parties.

For our contact details, see the page [Contact Us](#).

Personal Information We Collect

We collect personal information about you in a variety of contexts, as described below.

Personal information you provide to us through the Service

When you use the Service, you may be asked to provide personal information to us, such as when you make a purchase, sign-up for our marketing materials , participate in a promotion, respond to our surveys, or contact support. The categories of personal information we collect include:

- **Contact identifiers**, such as your first and last name, email address, postal address, and phone number.
- **Commercial or transaction data**, such as records of products or services you purchased, obtained, or considered, including your order history and order details.
- **Payment information**, such as your payment instrument number (such as a credit or debit card number), expiration date, and security code as necessary to process your payments. This information is processed by our payment processors.
- **Communications**, such as any content you provide when you contact us with questions, feedback, survey responses, or otherwise correspond with us.

- **Contact identifiers for other individuals**, such as first and last name, email address, and postal address about others for whom you purchase an item or gift.

Please do not provide any personal information that we do not request.

Automatic collection of personal information from your browser or device

When you use the Service, we and third parties we work with may automatically collect personal information from your browser or device. The categories of personal information we automatically collect include:

- **Device identifiers**, such as your device's IP address and Ad Id.
- **Device data**, such as your device's operating system type and version number, manufacturer and model, browser type, screen resolution, and regional and language settings.
- **Internet activity data**, such as your browsing history and interactions, pages or screens you viewed, how long you spent on a page or screen, navigation paths between pages or screens, information about your activity on a page or screen, items placed in your shopping cart and items abandoned, access times, and duration of access.
- **Non-precise location data**, such as general location derived from an IP address that indicates city or postal code level.
- **Precise location data**, such as latitude/longitude, with your consent.

This automatic data collection is facilitated by cookies and similar technologies incorporated into our Service.

Personal information from business relationships.

Through our business relationships with you, we collect personal information about you such as your contact identifiers. This information is not subject to this privacy policy except as required by applicable law.

Personal information from other sources.

We also collect personal information about you from other sources. The categories of sources from which we collect personal information include:

- **Business partners**, such as those engaged in joint marketing or promotional activities.
- **Data providers**, such as data licensors of private and public databases.
- **Public sources**, such as blogs, forums or where data is in the public domain.
- **Third party vendors and advertising partners.**

- **Social media platforms** with which you interact. For example, when you engage with our content on social media (such as through our brand page or direct message), we may collect personal information such as your contact identifiers and any comments you provide. We may also receive additional information from the social media platform that you have authorized the platform to disclose to us. If you publicly reference our Service on social media (such as by using a hashtag associated with us in a tweet or post), we may use your reference on or in connection with our Service.

Personal information we infer.

We infer new personal information from other information we collect, including by generating information about your likely preferences or other characteristics.

Sensitive personal information.

To the extent any of categories of personal information we collect are sensitive categories of personal information under applicable law, we process such personal information only for the limited purposes permitted by applicable law. We do not sell or use sensitive categories of personal information for purposes of targeted advertising or to make inferences.

HOW WE USE YOUR PERSONAL INFORMATION

We collect and use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

Service delivery. We use your personal information to:

- Provide and operate the Service, such as to enable you to make purchases of clothing and accessories that we have listed on the Service;
- communicate with you about the Service, including by sending you announcements, updates, security alerts, and support and administrative messages;
- provide customer support and maintenance for the Service; and
- enable security features of the Service, such as by sending you security codes via email or SMS (if you have opted in), and remembering devices from which you have previously logged in.

Direct marketing. We use your personal information to send you MSaid-fashion-related marketing communications as permitted by law. You will have the ability to opt-out of our marketing and promotional communications as described in the Your Privacy Choices section below.

For research and development. We use your personal information for research and development purposes, including to analyze and improve the Service and our business, for example through use of surveys or cookies and other technologies. You may have the ability to limit some analytics through cookies and other technologies as described in the [Your Privacy Choices](#) section below.

For compliance, fraud prevention and safety. We use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) audit our internal processes for compliance with legal and contractual requirements; (c) enforce the terms and conditions that govern the Service; (d) comply with applicable laws, lawful requests, and legal processes, such as to respond to subpoenas or requests from government authorities; and (e) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity, including cyber-attacks and identity theft.

At your direction or with your consent. We use personal information for additional purposes where you direct us to use it in a certain way. In some cases we may provide you notice of additional uses and specifically ask for your consent to collect, use or disclose your personal information.

Sometimes we aggregate or de-identify information so it is no longer considered personal information. We may use non-personal information for any purpose to the extent permitted by law.

HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We disclose your personal information to the following categories of persons for the purposes described in this Privacy Policy or at the time of collection:

Service providers. Companies and individuals that process personal information in order to provide services on our behalf (such as order fulfillment, shipping, payment processing, customer support, hosting, analytics, email delivery, marketing, database management services, returns processing and risk and fraud mitigation). To the extent required by law, we contractually prohibit our service providers from retaining, using, or disclosing information about you for any purpose other than performing the services for us, although we may permit them to use non-personal information for any purpose to the extent permitted by law.

Third party vendors. Some of the third party vendors we work with independently control the purposes and means of processing your personal information. For example, certain analytics, security, and fraud prevention vendors.

Business partners. These are business partners in connection with offering co-branded services, selling or distributing our products, or engaging in joint marketing or promotional activities.

Professional advisors. Professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

Authorities and other recipients for security and enforcement. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate to comply with law or for the compliance, fraud prevention and safety purposes described above.

Business transferees. We may disclose some or all of your personal information in connection with or during negotiation of any merger, financing, acquisition or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets, or in the event of an insolvency, bankruptcy, or receivership.

Recipients at your direction or with your consent. We disclose personal information where you direct us to or with notice to you and your consent. Please note, we do not control the third party's use of your personal information.

Sometimes we aggregate or de-identify information so it is no longer considered personal information. We may disclose non-personal information for any purpose to the extent permitted by law.

YOUR PRIVACY CHOICES

We provide a variety of ways for you to exercise choice, as described below.

Communications.

- **Email.** You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions located at the bottom of the email. You may continue to receive service-related and other non-marketing emails.

Controls for cookies and pixels.

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies, including cookies used for targeted advertising. To do this, follow the instructions in your browser settings. When you manage cookies, pixels associated with such cookies may also be impacted. Please note that cookie management only applies to our website. If you use

multiple browsers, you will need to instruct each browser separately. If you delete or reset your cookies, you will need to reconfigure your settings. Your ability to limit cookies is subject to your browser settings and limitations.

- **Third party opt-out tools.** Some of the third parties we work with offer their own opt-out features that let you opt-out of certain uses of personal information collected through their cookies and pixels. We are not responsible for the effectiveness of any third party opt-out tools.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. If required by law, we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email or another manner through the Service. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your continued use of the Service after the posting of any modified Privacy Policy indicates your acceptance of the modified Privacy Policy.

CONTACT US

If you have any questions, or have trouble accessing this Privacy Policy, please contact us:

By email: msaidfashion@msaidfashion.com

COOKIE POLICY

This Cookie Policy explains how Msaid-fashion uses cookies and similar technologies in connection with the Service. By using the Service, you are consenting to us transmitting information as set out in this Privacy Policy through cookies and similar technologies to third parties.

What are cookies?

Cookies are small data files that are placed on your browser when you visit a website, open or click on an email, or interact with an advertisement. Cookies serve different purposes, like helping us understand how a site is being used, letting you navigate between pages efficiently, remembering your preferences, personalizing your browsing experience, preventing fraud and helping secure the website, performing measurement and analytics, and providing advertising.

Our Service may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your device until they expire on a set expiration date or you delete them). We use two broad categories of cookies: (1) first party cookies, served directly by us to your device; and (2) third party cookies, which are served by service providers and third parties we work with.

What are pixels?

Pixels (also known as web beacons) are code embedded within a service. There are various types of pixels, including image pixels (which are one-pixel transparent images) and JavaScript pixels (which contain JavaScript code). Pixels are often associated with cookies and provide similar functionality. When you access a service that contains a pixel, the pixel may permit us or a third party to drop or read cookies on your browser, or collect other information about your browser or device.

What types of cookies and pixels does MSaid-fashion use?

Our Service incorporates cookies and pixels for the purposes described in the table below.

- **Strictly necessary.** These cookies and pixels are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies and related pixels, but some parts of the site will not then work.
- **Performance.** These cookies and pixels allow us to count visits and traffic sources so we can measure and improve the performance of our site and understand analytics. They help us to know which pages are the most and least popular and see how visitors move around the site. In some instances, we may use them to generate visual representations of visitor activity (called heat maps).
- **Functional.** These cookies and pixels enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies and pixels then some or all of these services may not function properly.
- **Advertising.** These cookies and pixels may be set through our site by us or our advertising partners. They may be used to build a profile of your interests and show you relevant ads on our site and other sites. They also may be used to prompt you with messaging such as cart abandonment messages. If you do not allow these cookies and pixels, you will experience less relevant advertising.