

## Privacy policy of Mémé Georgette

In this privacy policy we describe how and why we collect your personal data, and which of these data we share with third parties when visiting [memegeorgette.be](https://memegeorgette.be) (the 'site') or when you buy something on this site.

### THE TYPE OF DATA WE COLLECT

When you visit this site, we automatically gather certain data about your device, such as data about your web browser, IP address, time zone and certain cookies that are installed on your device. While browsing this site, we also collect data on which pages or products you view, the websites or search commands that brought you to this site, and information on how you interact with this site. These automatically collected data are called 'Device data'.

We collect device data using the following technologies:

- 'Cookies' are data files that are saved on your device or computer and that often use an anonymous, unique ID. For more information on how cookies are used and how you can disable them, please visit [allaboutcookies.org](https://allaboutcookies.org).
- 'Log files' trace your actions on this site and gather data such as your IP address, browser type, internet provider, pages that have guided you to this site and pages to which this site guides you, and date and time indications.
- 'Web beacons', 'tags' and 'pixels' are electronic files that are used to register data on how you use this site.

When you purchase an item or try to purchase an item on this site, we collect certain data such as your name, invoice address, delivery address, payment details (including credit card numbers), email address and telephone number. These data are called 'Order data'.

When we use the term 'personal data' in this privacy policy, we mean both device data and order data.

### HOW WE USE YOUR PERSONAL DATA

We use the order data that we gather to complete orders that are placed through this site (to process your payment details, to prepare shipping, to send invoices and/or order confirmations. We use this data to:

- communicate with you
- check orders for possible risks or fraud
- send you information and ads regarding our products and services, following your personal preferences

We use the collected device data (namely your IP address) to check for potential risks and fraude, and more generally to improve and optimise our site (for example by analysing how our clients navigate this site and to measure the success of our marketing and ads campaigns).

### WHOM WE SHARE YOUR PERSONAL DATA WITH

We share your personal data with third parties that help us use your personal data as described above. For example: we use Wordpress and WooCommerce to run our online shop. On the page <https://automattic.com/privacy/> you can read how WooCommerce handles your personal data.

Apart from that we also use Google Analytics to understand how our clients use our site. On the page <https://policies.google.com/privacy?hl=nl> you can find more information on how Google uses your personal data. You can also opt out of Google Analytics on the page <https://tools.google.com/dlpage/gaoptout>.

We may also share your personal data to comply with legal regulations.

## DO NOT TRACK

A 'Do Not Track' signal used in your browser does not lead to a different approach of collecting and using your data.

## YOUR RIGHTS

If you live in Europe, you have the right to check which of your personal data we have access to, and you can ask to rectify, change or delete any data we have on you. If you want to do so, please contact us using one of the channels mentioned below.

If you live in the European Union, please note we use your personal data to execute any agreements we have with you (for example when you order something through our website) or to represent our legitimate interests as previously stated in this privacy policy. Please take into account that personal data may be transferred to countries outside the European Union, including Canada and the United States

## RETENTION PERIOD

When you order something through this website, we will retain your order data until you ask us to remove them.

## CHANGES

This privacy policy can be updated now and then, for example because we change the way in which we use data or for other operational reasons, or because we are legally obliged to do so.

## CONTACT US

If you want to find out more on how we deal with privacy or if you have questions or a complaint, please drop us an email at [lies@memegeorgette.be](mailto:lies@memegeorgette.be) or send a letter to the address below:

Krijgsgasthuisstraat, 139, Gent, Oost-Vlaanderen, 9000, Belgium