

Privacy Policy

The Privacy Policy outlined below describes how your personal information is collected, used, and shared when you visit or make a purchase from www.candlesoaphall.com or other associated sites (hereinafter the "Site"). Customer privacy is of utmost importance at Candle&Soap Hall.

I. Personal information we collect

In order to service our customers, we must store two types of information: direct and indirect.

"Direct information" includes data provided to us by you, our customers, through our ordering system. This includes name, address, phone, and product information. We consider this information to be the property of our customers, and will not share, sell, or disclose it to any outside body for any reason. Candle&Soap Hall does not store any personal payment information.

"Indirect Information" includes information that can be obtained through a customer browsing our site. When you visit the Site, 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. IP addresses are kept for security reasons, and browser types to better serve our customers. This data will be treated with the same regard as Direct Information and will be kept completely confidential as well.

We collect Indirect Information using the following technologies: - "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <https://www.allaboutcookies.org>.

"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.

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Direct and Indirect Information. Candle&Soap Hall does not sell any of your Direct or Indirect Information to other entities, but such information is used to track information associated with your visit to the Site and for improvement of the same.

II. How do we use your personal information?

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

We use the Indirect Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

III. Sharing your personal information

We share your Personal Information with third parties only in order to help us improve your experience on the Site. For example, we use PiWik Pro and Google Analytics to help us understand how our customers use the Site -- you can read more about how both PiWik Pro and Google uses your Personal Information here: <https://piwik.pro/privacy-policy/> and <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of PiWik Pro here: https://piwik.pro/privacy-policy/#privacy_and_settings. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. We also use Klaviyo and MailChimp for some of our email marketing. You can find out more information about Klaviyo here: <https://www.klaviyo.com/legal/privacy>. You can find out more information about MailChimp here: <https://mailchimp.com/features/contact-profiles/>.

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. Otherwise, we do not share your personal information with any third party, nor do we sell your personal information.

IV. Behavioural 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 <https://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>
- PiWik Pro: <https://piwik.pro/privacy-policy/>

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

V. 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.

VI. Data retention

When you place an order through the Site, we will maintain your Direct Information for our records unless and until you ask us to delete this information.

VII. 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.

VIII. Contact us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at office@candlesoaphall.com with the term “Privacy Policy” in the subject line.