**Privacy Policy**

**This Privacy Policy is effective upon 更新日期 （e.g.，21 May 2020.）**

This Privacy Policy aims to give you information on how we collect and process your personal data.

店铺域名（e.g., www.yourstore.com）referred to as 'we', 'us' or 'our' throughout this Privacy Policy. We are the primary data controller for the purposes of this website and our registered office is 商家地址（e.g., 4F/11 Building，99 Brainerd Road, Allston, Boston, MA, 02134）

It is important that you read this Privacy Policy together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This Privacy Policy supplements the other notices and is not intended to override them.

We may amend this Privacy Policy at any time by posting the amended terms herein. All amended terms automatically take effect 30 days after they are posted. We will announce any material changes to this Privacy Policy and their rationale by email.

We respect the privacy rights of our visitors and recognize the importance of protecting the information collected about them. This privacy policy is about how we collect, store, and use the personal information that you provide to us.

If you are under 18, you must inform a parent or guardian about our privacy policy to obtain their agreement to the privacy policy before registering, subscribing or placing an order with us.

**WHAT PERSONAL DATA DO WE COLLECT FROM YOU AND HOW?**

We collect and process only the data that is required to allow us to provide our services to you. We collect the following data when you browse or shop at 店铺域名（e.g., www.yourstore.com）

We process the personal data required to complete and dispatch your purchase, including your name, billing address, delivery address, payment details, mobile number, telephone number and email address. We collect your email address in order to send you confirmation of your order; we collect your telephone number so that we can contact you if there are any issues with the order.

We collect your email address when you sign up for our free or discounted trial subscription.

If you register for our account, we collect your name, email address, password, country and IP address.

When you contact our Customer Service team, we may collect additional data to help us resolve any queries relating to your order, delivery, payments or any other queries.

We collect and process data about your browsing on店铺域名（e.g., www.yourstore.com）, including the pages you visit and how you interact with these pages. If you have registered for an account, we collect browsing data about your access to the dedicated areas of the website.

If you are a customer of店铺域名（e.g., www.yourstore.com）, or if you have given us your consent, we may collect and process your personal data for marketing activities.

If you provide us with someone else's data - for example, if you purchase a product to be delivered to a friend or as a gift - we will collect and process the personal data required to complete the transaction such as the name, delivery address and other contact details for your friend. If you are receiving an item as a gift, we will process your data only to fulfil the gift request and our contractual obligations.

When you call our Customer Service team, your call will be recorded for training and fraud prevention purposes.

**WHAT ABOUT COOKIES? WHAT ARE COOKIES?**

We collect information about your use of our online services using cookies. Cookies are very small files that are sent by us to your computer or other device which we can access when you visit our site in the future. Cookies help us remember who you are and other information about your visits. They can help display the information on a website in a way that matches your interests. Most major websites use cookies.

**HOW WILL YOUR PERSONAL DATA BE USED?**

Whenever you give us your personal information we will use it in accordance with applicable privacy laws and for the purposes set out in this policy, on the data entry forms you complete, in any relevant terms and conditions and on pages or emails which link to the data entry forms.

When you use our services: Your information will be used in the first place to provide the products, services or information you have asked for and to provide you with a personalized shopping experience. We keep the information you provide and may use it for several purposes, including: (i) accounting, billing, reporting and audit; (ii) credit checking or screening; (iii) authentication and identity checks; (iv) credit, debit or other payment card verification and screening; (v) debt collection; (vi) safety, security, health, training, administrative and legal purposes; (vii) data matching and dedupe, statistical and market analysis, and marketing information; (viii) advertising and marketing for us, our Group and third parties; (ix) developing, testing and maintaining systems; (x) studies, research and development; (xi) customer surveys; (xii) customer care and to help us in any future dealings with you, for example by identifying your requirements and preferences; (xiii) where required by law or in connection with legal proceeding or disputes; and (iv) any other uses set out in the terms and conditions for use of our services. For these purposes we may disclose your information to one or more of the other organisations listed in the section called “who we share your personal information with”.

Saved payment card details will only be shared with our payment partner and not with any other third parties and will only be used to process your order, using our payment partner's systems.

We may also use your personal information to send you marketing updates, as detailed in the next section if you subscribe to us.

Tracking how our online services are used: We collect, and use third parties to collect and share with us, information from visitors to our online services and analyse it to build up a picture of how people use our websites. This helps us improve the services we offer. We may also give anonymous statistics about visitors to other, reputable organisations, but the information we provide will not include details that would allow these organisations to identify you.

Testimonials: If you give us feedback, we may use it to improve our services and we may publish it online or offline to promote our business and our services. We will ask for your permission before we publish it.

Comments and reviews submitted to our online services: If you wish to submit a comment or feedback on a merchandise featured on our services, we may (but are not obliged to) publish your comment online to promote our business and our services. We will collect your name or username which will be displayed next to your comment, which will be published.

Mobile services: When you request our mobile services, we may keep your mobile phone number, the make and model of your phone, the operating system used by your phone and details of your network operator, and we will link a unique identifier to your mobile phone number. We’ll store your device language, country, We need this information in order to provide the features and services enabled through our mobile services and to administer our mobile service.

Social networks: If you follow us or interact with us on any of our pages on third party social media platforms, such as Instagram, Facebook, Twitter, Pinterest and Google+, information you provide will be subject to the third party’s privacy policy, as well as this privacy policy.

Customer surveys: Every now and again, we may ask you for your opinion on our services and the products you have purchased through our services. When we do research or surveys, we may use cookies and may combine the information collected by those cookies with your answers.

**WHO WE WILL SHARE YOUR PERSONAL INFORMATION WITH?**

We will share your information with other companies in our Group, who may use it for their own business purposes, as set out in their privacy policy. These purposes may include financial reporting and analysis, strategic planning, the development of customer segmentation and metrics to provide a consistent view of our customer base, research and analytics, to help us source the right products in future and make better product recommendations, more effective targeting of our marketing campaigns, the creation of inspiring content and editorial features, the development of new products and collaboration opportunities with designer brands. It will also be used to provide more tailored marketing by phone, post, email, SMS or any other means (electronic or otherwise) and you expressly agree to such use.

From time to time, we may engage third party business partners to provide information about you or to collect personal information on our behalf. We may also share or match your data with third party business partners to provide you with the products, services or information you ask for or for interest-based advertising. We may pass your information onto one or more of the following organisations: (i) data processing companies, mailing houses and other third party suppliers working on our Group’s behalf; (ii) ad-serving agencies and other advertising intermediaries; (iii) credit reference or fraud prevention agencies, which may keep a record of that information; (iv) research students, universities and other research and development organisations; (v) regulatory bodies, government and enforcement agencies, such as the police.

Every now and again, we receive requests for information from government departments, the police and other enforcement agencies. If this happens, and there is a proper legal basis for providing your personal information, we will provide it to the organisation asking for it.

We collate information about site traffic, sales, wish lists, and other commercial information which we may pass onto third parties, but this information does not include any details which can identify you personally.

**WHERE WE PROCESS YOUR PERSONAL INFORMATION?**

When we use your information as described in this policy, this may involve sending your information outside the European Economic Area (EEA). When we do this, we make sure that appropriate steps are taken to protect your personal information and your rights. By providing us with your personal information, you agree that we may transfer, store and process your information outside the EEA. Governments in certain countries such as the USA have broad powers to access data for security, crime prevention and detection and law enforcement purposes.

**MARKETING OPT-IN AND OPT-OUT PROVISION**

We offer you the chance to receive news which, depending on your preferences, we will discuss them with you by phone or send them to you via email, SMS and/or direct mail. These may include alerts for new products, features, enhancements, special offers, upgrade opportunities, contests, events of interest, and one-off marketing promotions. You can opt-out of receiving these updates, if you wish.

You have the right to ask us not to use your personal information for marketing. At all times, we will offer you the opportunity to unsubscribe from any service or update to which you have subscribed, if you change your mind. Whenever you receive marketing from us, we will tell you how to unsubscribe. To opt out of direct mail, please contact our Customer Service team on 电话号码（需与GMC信息设置保持一致 e.g., (+86) 13xxxxx345） or by email at 您的客服邮箱（需与GMC信息设置保持一致 e.g., service@yourmail.com）

**SAFEGUARDING YOUR PERSONAL INFORMATION**

We will take reasonable care to maintain appropriate safeguards to ensure the security, integrity and privacy of the information you have provided to us. We have put in place technology and security policies which are designed to protect the personal information we hold about you. We also follow the security procedures that applicable privacy laws require. These cover storing, using and releasing any information you have provided and, as well as measures designed to prevent unauthorised access or use. When you place an order or access your account information, we use a Secure Socket Layer (SSL) encryption which encrypts your information before it is sent to us to protect it from unauthorised use.

**WHY DO WE LINK TO OTHER WEBSITES?**

Our online services contain hyperlinks to websites that are owned and operated by other organisations, such as PayPal, Stripe etc. These websites have their own privacy and cookie policies, and we urge you to read them. They control how your personal information is used when you give it to these other organisations or they collect it with cookies. We do not approve any other websites and we are not responsible for any information, material, products or services that are on or accessible through those websites or for the privacy practices of websites run by other organisations. If you use these other websites you do so at your own risk.

**COMPLAINTS**

We may update this privacy policy from time to time so you may want to check it each time you give us personal information or use our website.