



Privacy Policy

Effective Date: 19 March 2024

General

This Privacy Policy describes how The Blue Neon (the "Platform", the "Marketplace", "we", "us", or "our") collects, uses, and discloses your personal information when you visit, use our services, or make a purchase from www.theblueneon.com (the "Site") or otherwise communicate with us (collectively, the "Services") or visit www.blog.theblueneon.com (the "Blog"). For purposes of this Privacy Policy, "you" and "your" means you as the user of the Services, whether you are a customer, website visitor, or another individual whose information we have collected pursuant to this Privacy Policy.

Please read this Privacy Policy carefully. By using and accessing any of the Services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree, please do not use or access any of the Services.

Changes to the Privacy Policy

We may update this Privacy Policy from time to time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons. We will post the revised Privacy Policy on the Site, update the "effective date" date and take any other steps required by applicable law.

You are advised to review this Privacy Policy periodically for any changes. Changes are effective when they are posted on this page.

How we collect and use your personal information

To provide the Services, we collect personal information about you from a variety of sources, as set out below. The information that we collect and use varies depending on how you interact with our Site and use our Services.

In addition to the specific uses set out below, we may use information we collect about you to communicate with you, provide the Services, comply with any applicable legal obligations, enforce any applicable terms of service, and to protect or defend the Services, our rights, and the rights of our users or others.

What personal information we collect

When we use the term "personal information", we are referring to information that identifies, relates to, describes or can be associated with you. The following sections describe the categories and specific types of personal information we collect.

Please note that we do not collect and/or process any sensitive information.

Information we collect directly from you

Information that you directly submit to us through our Services may include:

- basic contact details including your name, address, phone number, email.
 - order information including your name, billing address, shipping address, email address, phone number.
 - customer support information including the information you choose to include in communications with us, for example, when sending a message through the Services.
- Some features of the Services may require you to directly provide us with certain information about yourself. You may elect not to provide this information, but doing so may prevent you from using or accessing these features.

Information we collect through cookies

We also automatically collect certain information about your interaction with the Services ("Usage Data"). To do this, we may use cookies, pixels and similar technologies. Usage Data may include information about how you access and use our Site and your account (if applicable), including device information, browser information, information about your network connection, your IP address and other information regarding your interaction with the Services.

When you access the Services by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our Services or when you access the Services by or through a mobile device.

Information we obtain from third parties

Finally, we may obtain information about you from third parties, including from vendors and service providers who may collect information on our behalf, such as:

- companies who support our Site and Services.
- our payment processors, who collect payment information (e.g., bank account, credit or debit card information, billing address) to process your payment in order to fulfil your orders and provide you with products or services you have requested, in order to perform our contract with you.
- when you visit our Site, open or click on emails we send you, or interact with our Services or advertisements, we, or third parties we work with, may automatically collect certain information using online tracking technologies such as pixels, web beacons, software developer kits, third-party libraries, and cookies.

Any information we obtain from third parties will be treated in accordance with this Privacy Policy. We are not responsible or liable for the accuracy of the information provided to us by third parties and are not responsible for any third party's policies or practices.

How we use your personal information

The General Data Protection Regulation (GDPR) and UK GDRP require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- providing products and services.* We use your personal information to provide you with the Services in order to perform our contract with you, including to process your payments, fulfil your orders, to send notifications to you related to your purchases, returns, exchanges or other transactions, to create, maintain and otherwise manage your account, to arrange for shipping, facilitate any returns and exchanges.

-marketing and advertising. We use your personal information for marketing and promotional purposes, such as to send marketing, advertising and promotional communications by email, text message or postal mail, and to show you advertisements for products or services. This may include using your personal information to better tailor the Services and advertising on our Site.

-security and fraud prevention. We use your personal information to detect, investigate or take action regarding possible fraudulent, illegal or malicious activity. If you choose to use the Services and register an account (if applicable), you are responsible for keeping your account credentials safe. We highly recommend that you do not share your username, password, or other access details with anyone else. If you believe your account has been compromised, please contact us immediately.

-communicating with you. We use your personal information to provide you with customer support and improve our Services. This is in our legitimate interests in order to be responsive to you, to provide effective services to you, and to maintain our business relationship with you.

-for other purposes. We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Services, products, services, marketing and your experience.

We may also share your personal information in the following situations:

-with service providers. We may share your personal information with service providers to monitor and analyse the use of our Services, to contact you.

-for business transfers. We may share or transfer your personal information in connection with, or during negotiations of, any merger, sale of our assets, financing, or acquisition of all or a portion of our business to another company.

-with affiliates. We may share your information with our affiliates, in which case we will require those affiliates to honour this Privacy Policy. Affiliates may include any other subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

-with business partners. We may share your information with our business partners to offer you certain products, services or promotions.

Cookie policy

Like many websites, we use cookies on our Site. We use cookies to power and improve our Site and our Services (including to remember your actions and preferences), to run analytics and better understand user interaction with the Services (in our legitimate interests to administer, improve and optimise the Services). We may also permit third parties and services providers to use cookies on our Site to better tailor the services, products and advertising on our Site and other websites.

Most browsers automatically accept cookies by default, but you can choose to set your browser to remove or reject cookies through your browser controls. Please keep in mind that removing or blocking cookies can negatively impact your user experience and may cause some of the Services, including certain features and general functionality, to work incorrectly or no longer be available. Additionally, blocking cookies may not completely prevent how we share information with third parties such as our advertising partners.

We use cookies and similar tracking technologies to track the activity on our Services and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyse our Services. The technologies we use may include:

-cookies or browser cookies. A cookie is a small file placed on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

However, if you do not accept cookies, you may not be able to use some parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our Services may use cookies.

-*web beacons*. Certain sections of our Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser. We use both session and persistent cookies for the purposes set out below:

- *Necessary / Essential Cookies*

Type: Session Cookies. Administered by: us

Purpose: these cookies are essential to provide you with services available through the Site and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.

- *Cookies Policy / Notice Acceptance Cookies*

Type: Persistent Cookies. Administered by: us

Purpose: these cookies identify if users have accepted the use of cookies on the Site.

- *Functionality Cookies*

Type: Persistent Cookies. Administered by: us

Purpose: these cookies allow us to remember choices you make when you use the Site, such as remembering your login details or language preference. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the Site.

As this cookie policy is part of our Privacy Policy, we may update it at any time as described in our Privacy Policy. Please review this cookie policy regularly to be informed of any updates.

Performance cookies as below:

Cookie key	Domain	P at	Co oki	Expir ation	Description
_ga_K6BVN M9WQ2	.thebluene on.com	/	Thi rd-	1 year 1	This cookie is used by Google Analytics to persist session state.
_ga More info	.thebluene on.com	/	Thi rd-part y	1 year 1 month	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated

How we disclose personal information

In certain circumstances, we may disclose your personal information to third parties for legitimate purposes subject to this Privacy Policy. Such circumstances may include:

-business transactions. If we are involved in a merger, acquisition or asset sale, your personal information may be transferred. We will provide notice before your personal information is transferred and becomes subject to a different Privacy Policy.

-law enforcement. Under certain circumstances, we may be required to disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

-other legal requirement. We may disclose your personal information in the good faith belief that such action is necessary to:

- comply with a legal obligation*
- protect and defend our rights or property*
- prevent or investigate possible wrongdoing in connection with the Services*
- protect the personal safety of users of the Services or the public*
- protect against legal liability*

Children's data

The Services are not intended to be used by children, and we do not knowingly collect any personal information about children. If you are the parent or guardian of a child who has provided us with their personal information, you may contact us using the contact details set out below to request that it be deleted.

As of the effective date of this Privacy Policy, we do not have actual knowledge that we "share" or "sell" (as those terms are defined in applicable law) personal information of individuals under 18 years of age.

Security and retention of your personal information

Please be aware that no security measures are perfect or impenetrable, and we cannot guarantee "perfect security." In addition, any information you send to us may not be secure while in transit. We recommend that you do not use unsecured channels to communicate sensitive or confidential information to us.

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Services, or we are legally obligated to retain this data for longer time periods.

Links to other websites

Our Services may contain links to other websites that are not operated by us. If you click on a third party link, You will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Your rights and choices

Depending on where you live, you may have some or all of the rights listed below in relation to your personal information. However, these rights are not absolute, may apply only in certain circumstances and, in certain cases, we may decline your request as permitted by law.

-Right to Access / Know. You may have a right to request access to personal information that we hold about you, including details relating to the ways in which we use and share your information.

-Right to Delete. You may have a right to request that we delete personal information we maintain about you.

-Right to Correct. You may have a right to request that we correct inaccurate personal information we maintain about you.

-Right of Portability. You may have a right to receive a copy of the personal information we hold about you and to request that we transfer it to a third party, in certain circumstances and with certain exceptions.

-Right to Opt out of Sale or Sharing or Targeted Advertising. You may have a right to direct us not to "sell" or "share" your personal information or to opt out of the processing of your personal information for purposes considered to be "targeted advertising", as defined in applicable privacy laws.

-Restriction of Processing. You may have the right to ask us to stop or restrict our processing of personal information.

-Withdrawal of Consent. Where we rely on consent to process your personal information, you may have the right to withdraw this consent.

-Appeal. You may have a right to appeal our decision if we decline to process your request. You can do so by replying directly to our denial.

-Managing Communication Preferences. We may send you promotional emails, and you may opt out of receiving these at any time by using the unsubscribe option displayed in our emails to you. If you opt out, we may still send you non-promotional emails, such as those about your account or orders that you have made.

You may exercise any of these rights where indicated on our Site or by contacting us using the contact details provided below.

We will not discriminate against you for exercising any of these rights. We may need to collect information from you to verify your identity, such as your email address or account information, before providing a substantive response to the request. In accordance with applicable laws, you may designate an authorised agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have authorised them to act on your behalf, and we may need you to verify your identity directly with us. We will respond to your request in a timely manner as required under applicable law.

Complaints

If you have complaints about how we process your personal information, please contact us using the contact details provided below. If you are not satisfied with our response to your complaint, depending on where you live you may have the right to appeal our decision by contacting us using the contact details set out below, or lodge your complaint with your local data protection authority.

International users and transfer of your personal information

Please note that we may transfer, store and process your personal information outside the country you live in. Your personal information is also processed by staff and third party service providers and partners in these countries.

Your information, including personal information, is processed at our operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to - and maintained on - computers located outside of your country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If we transfer your personal information out of Europe, we will rely on recognised transfer mechanisms like the European Commission's Standard Contractual Clauses, or

any equivalent contracts issued by the relevant competent authority of the UK, as relevant, unless the data transfer is to a country that has been determined to provide an adequate level of protection.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Contact

Should you have any questions about our privacy practices or this Privacy Policy, or if you would like to exercise any of the rights available to you, please email us at contact@theblueneon.com or contact us at 58 Avenue Road, N15 5JH, London, England.