

# AL'S Pride Privacy Policy

We recognize that privacy is essential. This Privacy Policy applies to all of the services, information, software, tools, features, and functionality, available or offered by us or our subsidiaries and affiliated companies. This policy covers how we collect and use personal data.

In this policy, the term “personal data” shall be as defined in [Regulation \(EU\) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC \(General Data Protection Regulation\)](#).

If you have any questions about this Privacy Policy, please feel free to contact us.

## Your Consent

**In plain English: You don't have to share data, but without sharing it, we cannot provide you with our services.**

Providing us with personal data is purely consensual. You are not obligated under any laws to provide us with any personal data, but without providing such personal data, we cannot provide you with the Services.

## Your Rights Under Applicable Laws

**In plain English: You are entitled to full legal protection, and we cannot take away your legal rights.**

## **Right of Access and Rectification**

You have the right to know what personal data we collect about you and to ensure that such data is accurate and relevant for the purposes for which we collected it.

You can receive a copy of your personal data, and to rectify such personal data if it is not accurate, complete, or updated.

However, we may first ask you to provide us with certain credentials to permit us to identify you before rectifying, deleting, or reviewing.

## **Right to Delete Personal Data or Restrict Processing**

You have the right to delete your personal data or restrict its processing by ourselves and third parties.

We may postpone or deny your request if your personal data is in current use for the purposes for which it was collected or for other legitimate purposes such as compliance with legal obligations.

## **Right to Withdraw Consent**

You have the right to withdraw your consent to the processing of your personal data. Exercising this right will not affect the lawfulness of processing your personal data based on your consent before its withdrawal.

## **Right of Data Portability**

Where technically feasible, you have the right to ask to transfer your personal data in accordance with your right to data portability.

## **The Right to Lodge a Complaint**

You also have the right to lodge a complaint with a data protection supervisory authority regarding the processing of your personal data.

## **What Personal Data Do We Collect?**

**In plain English:** We may collect information you provide us when you use the services, software, and website.

### **When Using Our Website**

**In plain English:** We collect the information you provide us directly, and we collect information using technological means.

We collect information you fill in registration forms, contact forms, forums, and comments, including your full name, address, contact information, approximate geolocation, and email address.

We also collect the information that you submit to us via emails or other communication.

We collect information relating to how you use our website, such as the pages you viewed, the links you clicked, the websites that referred you to us, your device type, screen resolution, operating system, and browser.

## **How Do We Process Personal Data?**

**In plain English:** We use personal data to provide you services, to continually improve them, and to communicate with you.

We use personal data to provide you with services.

We may conduct research on our users' demographics, interests, and behavior based on personal data and other information we collect.

We might use third parties to send you targeted/interest-based ads, based on the personal data provided to us.

## Who Do We Share Personal Data With?

**In plain English: We share your personal data only under confidentiality obligations and only to provide you services. We may disclose information to legal authorities.**

### Third-Parties

**In plain English: We use third-parties.**

As part of providing the Services our affiliates, agents, contractors, representatives, trusted business partners, and third-party service providers (including without limitation, the following entities) may have access to your personal data:

We might use [Google Ads](#) and [Facebook Ads](#). We use the data to track sales and other business goals, all the data is being masked, and the company can't identify any action from a specific customer or user.

We use [CloudFlare](#) to accelerate our web pages.

We use Whatsapp to communicate with our users; each interaction is logged in Facebook Messenger.

We might use [MailChimp](#), [SendGrid](#), [Jilt](#), and [HelpScout](#) to send promotional and support communications to our users.

We use [Google Analytics](#) to analyze marketing goals and to integrate different data sources together

We require the foregoing parties to process such information in compliance with this Privacy Policy and subject to security and other appropriate confidentiality safeguards.

If you used our services to contact a third-party, such as in our marketplace, then we will provide the information you filled out in the form to said third-party.

## Legal Compliance

We may share information as required for the provision or maintenance of the Services.

We may also share information in accordance with a written legal request by a valid legal authority. We will do our best to object to such requests if we believe that it is baseless.

## Merger or Reorganization

We may transfer data if we become involved in a reorganization, merger, consolidation, acquisition, or any form of sale of some or all of our assets, with any type of entity, whether public, private, foreign or local.

## Use Of Cookies, Trackers, and Remarketing Beacons

**In plain English: We may use cookies and trackers to provide you with the service.**

In order to collect the data described herein, we may use temporary cookies that remain on your browser for a limited period of time.

We may also use persistent cookies that remain on your browser for the duration we provide the services.

A cookie is a small piece of information which is sent to and stored on your browser. Cookies by themselves cannot be used to discover your identity. Cookies do not damage your browser.

Most browsers may allow you to block cookies, but you may not be able to use some features on the Services if you block them.

You may set most browsers to notify you if you receive a cookie (this enables you to decide if you want to accept it or not).

We may also use web beacons via the Services to collect information. Web beacons or “gifs,” are electronic images that may be used in our Services or in our emails. We use Web beacons to deliver cookies, count visits, and to tell if an email has been opened and acted upon.

We also use third-party technologies, such as cookies and web beacons and various third-party providers (e.g., Google, Bing, Twitter, Facebook, etc.) to process and analyze your personal data, profile end-user activities and provide targeted ads, including without limitation tracking your use of the Services and third-party services and sites.

## Children

**In plain English: We don't knowingly collect information about children.**

We will not knowingly contact or engage with children under the age of 16. If you have reason to believe that a child under the age of 16 has provided us with their personal data, please contact us, and we will act in accordance with the applicable law.

## How Can We Contact You?

**In plain English: We don't spam; we will contact you with promotional offers.**

We may send you periodic notifications in relation to the Services. We might also send you our newsletter, which you may opt-out of this service at any time by clicking the “Unsubscribe” button at the bottom of each promotional communication we send you.

Please note that different types of Services may have different newsletters managed by different lists. Therefore, unsubscribing from one list does not mean you unsubscribed from all lists.

## Complaints and Reports

**In plain English: We will deal with complaints and let you know the results of such investigation.**

We regularly review our compliance with this Privacy Policy.

Please feel free to direct any questions or concerns regarding this Privacy Policy or our treatment of personal data by contacting us as provided above.

When we receive formal written complaints, we will contact you regarding your concerns.

We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between the Company and an individual.

## Security Standards

**In plain English: We will do our best to be secure.**

We follow generally accepted industry standards to protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of personal data.

However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

We retain your personal data only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements.

## Changes to This Privacy Policy

**In plain English: We may update this.**

We may update this Privacy Policy from time to time, and update you using the same method as when we update our terms of service.