

# Privacy Policy

## Alisanne Frew and Alisanne Wonderland respect your privacy

This Policy explains when and why we collect people's personal information, when they visit our websites, open one of our emails, or click on one of our links. It also explains how we use this information, keep it secure, and what rights our website visitors have.

By using our websites you are agreeing to be bound by this policy. If you have any questions regarding this policy please email us at [AlisanneWonderland@gmail.com](mailto:AlisanneWonderland@gmail.com). We will try to respond to your email within 30 days.

**Please note:** That our Business, and therefore our Policy, is still evolving. This makes updating our Policy necessary from time to time. Please occasionally check this webpage, to be sure you still agree with the changes we made. If you have subscribed through email, we will always inform you about any changes to this Policy by email.

## Who is Alisanne Wonderland

Alisanne Wonderland is a trade name of Alisanne Frew, an individual sole proprietor. This privacy policy is applies to all trade names that fall under the control of Alisanne Frew. The address for Alisanne Frew and Alisanne Wonderland is 23 Rue d'Anjou, 75008 Paris. Alisanne's cell in France is +(33) 6 29 10 45 04

## How we collect data

When you visit our websites, open one of our emails, or click on one of our links, a number different tracking pixels can be triggered. A tracking pixel (also called 1x1 pixel or pixel tag) is a graphic with dimensions of 1x1 pixels. This Pixel is loaded when you visit a website or open an email, and is used to track certain user activities. We use the following Pixels on our websites:

- Facebook Pixels
- Powerpixel (derived from our Facebook pixels by Connectio.io)
- Active Campaign Pixels
- Google Analytics Pixels

We also collect your email address within so-called opt-in pages. Submitting your email address on one of our opt-in pages is voluntary and subject to this Policy. If at time you don't wish to receive emails from us: You can click on the "unsubscribe link" at the bottom of our emails. This opens a secure web page where you can change your preferences.

We may also use Alt-tags in some of our links of to keep track of the source of the link click. This Alt-tag will only be triggered if you click our links, and the data collected may contain your device's IP address. We also use redirect links to send you to one of our own pages or third party websites. The url's to third party websites may be affiliate links. When you visit a third party website through our link, a cookie may be downloaded on your computer. If you decide to purchase a third party product or service through an affiliate link, we will be granted a commission based on your purchase. We do not currently use affiliate links, however, there is the possibility that we may publish books or offer products in the future that will be associated with commissionable links, for example, Amazon.

## What type of data is collected by us

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. If you are purchasing one of our products, your card information is not held by us, it is collected by professional, third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

## How we use the collected data

With a tracking pixel, we can acquire data for online marketing purposes, web analysis or email marketing. In other words: if you visit our websites, we can track your behavior and can serve you advertisements on third party platforms like Facebook, Google Search, and other third party websites.

### **We may use your information to:**

Process orders that you have submitted

To carry out our obligations arising from any contracts entered into by you and us;

Dealing with entries into a competition;

Seek your views or comments on the services we provide;

Notify you of changes to our services;

Send you communications which you have requested and that may be of interest to you.

We may analyze your personal information to create a profile of your interests and preferences, so that we can contact you with information relevant to you. We may make use of additional information about you, when it is available from external sources to help us communicate with you effectively. We may also use your personal information to detect and reduce fraud and credit risk.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfill statutory obligations. We will hold your personal information on our systems for as long as is necessary for relevant activity, or as long as is set out in any relevant contract you hold with us.

## Who has access to your information?

We will not sell, or rent your information to third parties.

We will not share your information with third parties for their marketing purposes.

### **Third Party Service Providers working on our behalf:**

We may pass your information to our third party service providers, agents, subcontractors, and other associated organizations for the purposes of completing tasks and providing services to you on our behalf (for example: to process purchases and send you emails). And as stated under the "How we collect data" section we make use of several different pixels.

However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service, and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes.

Please be reassured that we will not release your information to third parties beyond Alisanne Wonderland for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

**Third Party Product Providers we work in association with:**

As mentioned before, we may work with 3rd party affiliate websites, for example, 1<sup>st</sup> Dibs or Ebay. When you inquire about or purchase one or more of a product offered on one of these sites, the relevant third party product provider will use your details to provide you with information and carry out their obligations.

In some cases, they will be acting as a data controller of your information, and therefore we advise you to read their Privacy Policy. These third party product providers will share your information with us, which we will use in accordance with this Privacy Policy.

When you are using our secure online cart pages, your payment is processed by a third party payment processor, who specializes in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganization, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

## Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) is only processed by professional, third party payment processors, who specialize in the secure online capture and processing of credit/debit card transactions. All transaction data is encrypted and protected with the following software 128 Bit encryption on SSL. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer or Google Chrome. Non-sensitive details (your email address, etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password, which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

## Use of 'cookies' / pixels

Like many other websites, the Alisanne Frew and Alisanne Wonderland websites use cookies. 'Cookies' are small pieces of information sent by an organization to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example: We use cookies to track what pages you visit. This helps us to improve our website

and deliver a better more personalised service. It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit the cookies policies for the browsers you use. Turning cookies off may result in a loss of functionality when using our website or other websites.

## Links to other websites

Our website may contain links to other websites run by other organisations. This Privacy Policy applies only to our websites, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites, even if you access them using links from our website. In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

## 16 or Under

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

## Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing, or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

## Review of this Policy

We keep this Policy under regular review. This Policy was last updated in May 2018.