

Privacy Policy

1. Introduction

At The Collective, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and engage with our services. Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

2. Information We Collect

We may collect and process the following types of information:

- **Personal Information:** When you sign up for our services, create an account, subscribe to newsletters, or make a purchase, we may collect personal details such as your name, email address, postal address, phone number, and payment information.
 - **Usage Data:** We may collect information about your interactions with our website, including your IP address, browser type, operating system, referring URLs, pages viewed, and the dates/times of your visits.
 - **Cookies and Tracking Technologies:** We use cookies and similar tracking technologies to enhance your experience on our website. Cookies help us understand your preferences based on previous or current site activity, enabling us to provide you with improved services. You can control the use of cookies through your browser settings.
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3. How We Use Your Information

We use the information we collect in the following ways:

- **To Provide Services:** To process your registration, manage your account, and provide the services you request.
- **To Improve Our Website:** To understand how users interact with our website and to improve our offerings based on your feedback and activity.
- **To Communicate with You:** To send you updates, newsletters, promotional materials, and other information that may be of interest to you. You can opt out of receiving these communications at any time.
- **To Process Payments:** To manage transactions and ensure the security of payment data.
- **To Comply with Legal Obligations:** To fulfil our legal responsibilities, such as maintaining records for tax purposes or responding to lawful requests from authorities.

4. How We Share Your Information

We do not sell, trade, or rent your personal information to others. However, we may share your information in the following circumstances:

- **Service Providers:** We may share your information with third-party service providers who assist us in operating our website, conducting our business, or providing services to you. These service providers are obligated to protect your information and use it only for the purposes we specify.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred to the new owners as part of the transaction.

5. Security of Your Information

We take reasonable steps to protect the personal information we collect from loss, misuse, and unauthorised access, disclosure, alteration, or destruction. However, no internet-based system is completely secure, and we cannot guarantee the absolute security of your information.

6. Your Rights and Choices

You have the following rights concerning your personal information:

- **Access:** You have the right to request access to the personal information we hold about you.
- **Correction:** You have the right to request that we correct any inaccuracies in your personal information.
- **Deletion:** You have the right to request that we delete your personal information, subject to certain exceptions (e.g., where we are required to retain information for legal reasons).
- **Objection:** You have the right to object to the processing of your personal information under certain circumstances.
- **Withdrawal of Consent:** If you have provided consent for the processing of your information, you have the right to withdraw that consent at any time.

To exercise these rights, please contact us at admin@alexandrawatson.com.

7. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to read the privacy policies of any websites you visit through links on our site.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the new Privacy Policy on our website. You are encouraged to review this policy periodically to stay informed about how we are protecting your information.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at admin@alexandrawatson.com

10. Acceptance of This Policy

By using our website, you signify your acceptance of this Privacy Policy. If you do not agree to this policy, please do not use our website or services.