

PRIVACY POLICY

By creating an account and checking the box, you acknowledge that you have read, understand, and agree to the terms of this Privacy Policy. **The Aroma Labs** ("we," "our," or "us") values your privacy and is committed to protecting your personal information. This policy outlines what information we collect, why we collect it, how we use it, and your rights regarding that information.

1. Information We Collect

We collect various types of personal information, including:

- A. **Personal Identification Information:** Name, email address, phone number, and postal address.
- B. **Billing Information:** Payment details, billing address, and other information necessary for processing orders.
- C. **Account Information:** Passwords, order history, preferences, and saved blends associated with your account.
- D. **Technical Information:** IP addresses, browser types, and other data collected automatically through cookies and tracking tools.
- E. **Other Information:** Data from forms, inquiries, feedback, and communications with our support team.

2. How We Collect Information

We collect personal information in the following ways:

- A. **Account Creation:** When you register or sign up for an account or our services.
- B. **Purchases and Orders:** When you place orders or buy products through our website.
- C. **Forms and Submissions:** When you fill out forms such as contact inquiries, event bookings, or scent creation forms.
- D. **Cookies and Tracking Tools:** Automatically collected information through cookies and other tracking technologies.

3. Why We Collect Information

We collect and use your information for:

- A. **Order Processing and Delivery:** To fulfill orders and provide services requested by you.
- B. **Account Management:** To maintain your account, store your custom blends, and offer a personalized experience.
- C. **Marketing and Promotions:** To send you updates, promotions, and event information if you've opted in.
- D. **Customer Support:** To respond to your inquiries and provide support.
- E. **Service Improvement:** To enhance our website and services based on analytics and feedback.

4. How We Store, Use, Share, and Disclose Information

- A. **Storage:** Your information is securely stored using industry-standard encryption and security measures.
- B. **Use:** We use your information for order fulfillment, account management, marketing (with your consent), and service improvement.
- C. **Sharing:** We only share your information with:
 - a. **Service Providers:** For payment processing, order delivery, and marketing services.
 - b. **Third-Party Tools:** Such as Google Analytics, governed by their respective privacy policies.

c. **Legal Requirements:** When required by law or legal proceedings.

D. **Disclosure:** We do not sell or trade your personal information.

5. How We Communicate with You

We may communicate with you via:

- A. **Email:** For order confirmations, account updates, promotions, and marketing campaigns (with your consent).
- B. **SMS or Phone Calls:** For urgent notifications related to your orders or account issues.
- C. **In-App or Website Notifications:** If applicable, for updates and alerts.

You may opt-out of marketing communications at any time by following the instructions in each message or by contacting us directly.

6. Use of Cookies and Tracking Tools

We use cookies and similar technologies to:

- A. **Enhance User Experience:** By remembering preferences and account information.
- B. **Collect Analytics:** To analyze site traffic and user behavior.
- C. **Target Marketing Efforts:** To show you relevant ads and promotions.

We may allow third-party services like Google Analytics to use cookies under their respective privacy policies.

7. How to Withdraw Consent

You may withdraw consent at any time by:

- A. **Account Settings:** Updating your privacy preferences in your account profile.
- B. **Contacting Us:** Reaching out to us at [Your Contact Email] for requests to delete or modify your data.

8. Privacy Policy Updates

We reserve the right to update this policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically.

9. Your Rights

You have the following rights:

- A. **Access and Correction:** Request access to or correction of your personal information.
- B. **Deletion:** Request deletion of your personal information unless required by law to retain it.
- C. **Opt-Out:** Opt-out of receiving marketing communications by following the instructions in each message or contacting us directly.

10. Questions and Contact Information

If you have any questions or concerns regarding this policy or your information, please contact us at:

The Aroma Lab

Tanya Thompson

hello@thearomalabs.com

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