

## **PRIVACY POLICY**

At The Wyld Group Ltd, protecting your privacy is very important to us.

### **Mailing list sign ups**

When you submit information to this website via webform, we collect the data requested in the webform in order to track and respond to your submissions. We share this information with Squarespace, our online store hosting provider, so that they can provide website services to us. We also share this information with Mailerlite, our email marketing and automation software provider.

We use MailerLite to manage our email marketing subscriber list and to send emails to our subscribers. MailerLite is a third-party provider, which may process your data using industry-standard technologies to help us monitor and improve our newsletter.

MailerLite's privacy policy is available at <https://www.mailerlite.com/legal/privacy-policy>

You can unsubscribe from our newsletter by clicking on the unsubscribe link provided at the end of each newsletter.

### **Site analytics**

This website collects personal data to power our [site analytics](#), including:

- Information about your browser, network, and device
- Web pages you visited prior to coming to this website
- Your IP address

This information may also include details about your use of this website, including:

- Clicks
- Internal links
- Pages visited
- Scrolling
- Searches
- Timestamps

We share this information with Squarespace, our website analytics provider, to learn about site traffic and activity.

### **Cookies**

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app. For information about viewing the cookies dropped on your device, visit [The cookies Squarespace uses](#).

These functional and required cookies are always used, which allow Squarespace, our hosting platform, to securely serve this website to you.

These analytics and performance cookies are used on this website, as described below, only when you acknowledge our cookie banner. This website uses analytics and performance cookies to view site traffic, activity, and other data.

## **Website visitors**

This website is hosted by Squarespace. Squarespace collects personal data when you visit this website, including:

- Information about your browser, network and device
- Web pages you visited prior to coming to this website
- Web pages you view while on this website
- Your IP address

Squarespace needs the data to run this website, and to protect and improve its platform and services. Squarespace analyzes the data in a de-personalised form.

## **Shopping data**

When you buy something on this website, we collect personal information from you to fulfill the order. We may collect information like your:

- Billing and shipping address
- Details relating to your purchase
- Email address
- Name
- Phone number

We share this information with Squarespace, our online store hosting provider, so that they can provide website services to us.

Our payment processor, Stripe, Inc. will also collect payment information from you. You can read their privacy policy at <https://stripe.com/en-si/privacy>

As you go through checkout, this site may auto-complete your shipping and billing address by sharing what you type with the Google Places API and returning suggestions to you to improve your checkout experience.

## **Payments**

When you make a purchase from us on this website, we use Squarespace Payments as our payment solution. Squarespace Payments is a fully integrated, native payment solution provided to us by our online store service provider Squarespace. Squarespace Payments makes use of the following third party service providers which will also receive your personal information and process it in accordance with their privacy policies:

Stripe - payment processing services. You can read Stripe's privacy policy at <https://stripe.com/privacy>.

Sift - fraud monitoring and detection services. You can read Sift's privacy policy at <https://sift.com/service-privacy>.

## **Customer accounts**

If you create a customer account on this website, we collect personal information to improve our checkout experience and customer service.

This information may include your:

- Billing and shipping address(es)
- Details about your orders
- Email address
- Name
- Phone number

We share this information with Squarespace, our website hosting provider, so they can provide website services to us.

## **Abandoned cart email**

You'll receive an automated email within 24 hours after you abandon your shopping cart, if all of the following occur:

- You enter your email address at checkout, or are logged into your customer account.
- You add a product which is in stock to your shopping cart.
- You close your browser or leave this website without completing your purchase.

You can unsubscribe from these messages at the bottom of the email.

The email will link back to this website, where you can pick up where you left off and complete your purchase.

## **Order and account emails**

We may email you with messages about your order or account activity. For example, we may email you to tell you that:

- You've created a customer account
- Your customer account password has been reset or updated
- You've made a purchase
- Your order has shipped

It's not possible to unsubscribe from these messages.

We share your contact information with Squarespace, our website hosting provider, so they can send these emails to you on our behalf.

## **Fonts**

This website serves font files from and renders fonts using Google Fonts and Adobe Fonts. To properly display this site to you, these third parties may receive personal information about you, including:

- Information about your browser, network, or device
- Information about this site and the page you're viewing on it
- Your IP address