



# Privacy

Your privacy is important to Pure Beauty Ltd. This privacy statement provides information regarding how we use and collect your personal information.

## Personal Information Collection

Pure Beauty Ltd. may collect/use the following:

- Information about your use of this website, including page browsing. This website utilizes Google Analytics for the purpose of monitoring data on the type of website user traffic;
- Registration information and online purchases (including creation of an online shopping account);
- Information about transactions carried out over this website, including shopping in our online store, creation of an online Pure Beauty Ltd. account, signing up for our RSS feed, download of electronic files (such as mp3, pdf, jpg);
- Information that you provide for the purpose of subscribing to the website services, including RSS feed, online newsletters, blog; and
- Any other information that you send to Pure Beauty Ltd. for the purpose of browsing our web site pages.

## Personal Information Use

Pure Beauty Ltd. may use your personal information to:

- Administer this website
- Personalize the website for you
- Enable your access to and end use of the website services
- Publish information about you on the website
- Send you products that you purchase
- Supply you files that you purchase
- Send you statements and invoices
- Collect payments from you
- Send you marketing communications

Where Pure Beauty Ltd. discloses your personal information to its agents or sub-contractors for these purposes, the agent or sub-contractor in question will be obligated to use that personal information in accordance with the terms of this privacy statement. Pure



Beauty Ltd. will not disclose your personal information to third-party services for the purposes of marketing outside of our product line.

In addition to the disclosures reasonably necessary for the purposes identified elsewhere above, Pure Beauty Ltd. may disclose your personal information to the extent that it is required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend its legal rights.

### **Securing Your Data**

Pure Beauty Ltd. will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

Pure Beauty Ltd. will store all the personal information you provide on its secure servers. Information relating to electronic transactions entered into via this website will be protected by encryption technology.

### **Cross-Border Data Transfers**

Information that Pure Beauty Ltd. collects may be stored and processed in and transferred between any of the countries in which Pure Beauty Ltd. operates to enable the use of the information in accordance with this privacy policy.

You agree to such cross-border transfers of personal information.

### **Updating This Statement**

Pure Beauty Ltd. may update this privacy policy by posting a new version on this website. You should check this page occasionally to ensure you are familiar with any changes.

### **Other Websites**

This website contains links to other websites. Pure Beauty Ltd. is not responsible for the privacy policies or practices of any third party.

Please contact Pure Beauty Ltd. if you have any questions about this privacy policy or the treatment of your personal information.

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