

## 1. Introduction

Welcome to solofordiamonds.com ("we," "us," or "our"). Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website, solofordiamonds.com ("Website"), or use our services ("Services"). By accessing or using our Website and Services, you agree to this Privacy Policy. If you do not agree, please refrain from using our Website and Services.

## 2. Information We Collect

We collect information to enhance your experience, improve our Services, process and fulfill your orders, communicate with you, and comply with legal requirements. The types of information we collect include:

- Personal Identifiers: Name, postal address, email address, phone number.
- Payment Information: Credit card number, debit card number, or other financial information used to complete transactions.
- Commercial Information: Records of products purchased, considered, or other purchasing history.
- Internet & Network Activity: Browsing history, search history, and information on your interaction with our website or advertisements.
- Cookies & Tracking Technologies: Data collected through cookies, pixels, and similar technologies for analytics and personalization.

According to the California Consumer Privacy Act (CCPA), we may collect the following types of information:

- Identifiers – such as your name, alias, postal address, online identifier, IP address, email address, or account name.
- Personal information categories (as defined under Cal. Civ. Code § 1798.80(e)) – including your name, address, phone number, and payment details (e.g., credit or debit card information). Some of this data may overlap with other categories.
- Commercial information – such as records of products purchased, considered, or other purchasing and consumption habits.
- Internet or network activity – including browsing history, search history, and interactions with our Website, applications, or advertisements.

The California Consumer Privacy Act ("CCPA") grants State of California residents the following rights, to:

- You have the right to know what personal information is being collected about you;
- You have the right to request the erasure/deletion of your personal data (e.g. from our records and the records of our service providers). Please note that there may be circumstances in which we are required to retain your personal data, for example for the establishment, exercise, or defense of legal claims;
- You have the right to know whether your personal information is sold or disclosed and to whom;
- Restriction of, or object to, processing of your personal Information, including the right to opt-in or opt-out of the sale of your personal Information to third parties, if applicable, where such requests are permitted by law;
- You have the right to equal service and price, even if you exercise your privacy rights.

## 3. How We Collect Information

We collect information in various ways:

- Directly from You: When you make a purchase or interact with us.
- Automatically: Through cookies and similar technologies that track your browsing behavior.

## 4. Use of Information

We use your information for the following purposes:

- To Provide & Improve Our Services – Process transactions, manage your account, and enhance your shopping experience.
- To Communicate With You – Send order confirmations, promotional materials, and updates about your account.
- To Ensure Security – Detect and prevent fraud, unauthorized transactions, or other illegal activities.
- To Comply With Legal Requirements – Meet obligations such as tax filings, regulatory compliance, and contract enforcement.

## 5. Sharing Your Information

We do not sell your personal information. We may share your information with:

- Service Providers: Third parties that assist us in providing our Services, such as payment processors and shipping companies.
- Legal Obligations: When required by law or to protect our rights.

## 6. Service Providers

To facilitate our Services, we work with third-party providers that help process transactions, analyze website usage, and enhance your shopping experience. These providers may collect and process your personal data as described in their respective privacy policies.

### **Analytics & Website Optimization**

- Google Analytics – Helps us understand customer behavior on our website. Read about Google's data usage [here](#).
- Facebook Ads – is a web service for web analytics and targeted advertising setup. Privacy policy Meta concerning Facebook Ads [here](#).

We only share your data with these providers to the extent necessary for their services. We encourage you to review their privacy policies for further details.

## 7. Links to Third-Party Services

Our website may contain links to third-party websites or services. We are not responsible for their privacy practices and encourage you to review their policies separately before providing any personal data.

## 8. Security Measures

We take reasonable precautions to protect your personal data and follow industry best practices to prevent loss, misuse, or unauthorized access.

Despite these safeguards, no method of online transmission is 100% secure. If you suspect a security breach, please contact us immediately.

## 9. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our Website. Cookies are small data files stored on your device that help us remember your preferences and understand how you use our Website. You can control cookies through your browser settings.

Cookies help us personalize your experience. We use both first-party and third-party cookies to:

- Recognize repeat visitors
- Analyze site traffic and usage trends
- Deliver targeted advertising

By using our website, you consent to our use of cookies. You can adjust your browser settings to decline cookies, but this may impact site functionality.

## 10. Data Security

We implement appropriate security measures to protect your personal information from unauthorized access, alteration, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure.

## 11. Children's Privacy

Our Website is not intended for children under 16. We do not knowingly collect personal information from children under 16. If we become aware that we have collected such information, we will take steps to delete it.

## 12. Your Rights

Depending on your location, you may have certain rights over your personal data, including:

- Access & Correction: Request a copy of your data or correct inaccuracies.
- Deletion: Request the removal of your data, subject to legal obligations.

## 13. Governing Law

This Privacy Policy is governed by the laws of the United States and the State of New York. Any disputes will be resolved in the state or federal courts of New York, and you agree to their exclusive jurisdiction.

## 14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date. We encourage you to review this Privacy Policy periodically.

## 15. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

[info@solofordiamonds.com](mailto:info@solofordiamonds.com)

**Effective Date:** May 13<sup>th</sup> 2025