

PRIVACY POLICY

Effective date : 01.09.2025

Everlasting Bonds (“we,” “us,” “our”) respects your privacy and is committed to protecting it through our compliance with this Privacy Policy. This policy describes the types of information we may collect from you or that you may provide when you visit our website, Everlastingbonds.com.au, and our practices for collecting, using, maintaining, protecting, and disclosing that information.

Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it. By accessing or using this Site, you agree to this Privacy Policy. If you do not agree with our policies and practices, do not use the Site.

We may update this Privacy Policy from time to time. Changes will be posted on this page, and the "Effective Date" at the top of the policy will be updated. Your continued use of the Site after such changes are made will be considered your acceptance of the changes.

1. INFORMATION WE COLLECT

We collect several types of information from and about users of our Site, including:

1.1. Personal Data

Personal data refers to any information that identifies, relates to, describes, or could reasonably be linked, directly or indirectly, with a particular individual or household. This may include:

- Name, postal address, email address, phone number, and other identifiers.
- Billing and financial information, including payment methods (e.g., credit card details), provided when making a purchase.
- Demographic details such as age, gender, date of birth, and nationality.
- Account login credentials, including usernames and passwords.

1.2. Usage Data

As you navigate through and interact with our Site, we may collect certain information about your device and browsing actions:

- IP address, browser type, operating system, and other device-related data.
- Details of your visits to our Site, including pages viewed, duration of visit, and referral URLs.
- Information collected through cookies and other tracking technologies.

1.3. Cookies and Tracking Data

We use cookies, web beacons, pixel tags, and similar technologies to automatically collect information when users interact with our Site. This helps us understand how users engage with our Site, enhance user experience, and deliver targeted advertisements. Cookies can include both first-party (set by us) and third-party (set by external service providers) cookies.

Types of Cookies We Use:

- Essential Cookies: Necessary for the website to function.
- Performance Cookies: Help us analyze website traffic and usage.
- Targeting Cookies: Track your browsing habits and show relevant ads.

You may disable cookies through your browser settings, though this may affect your experience on the Site.

2. HOW WE USE YOUR INFORMATION

We use your information in the following ways:

2.1. To Provide Our Services

- Create and manage your account.
- Process transactions and fulfill your orders.
- Provide customer support and respond to inquiries.

2.2. For Marketing Purposes

- Send promotional communications, newsletters, and offers tailored to your preferences.
- Display targeted advertisements based on your browsing habits and interests.

2.3. For Analytics and Improvements

- Analyze trends, monitor traffic, and track website usage to improve our Site.
- Conduct market research to better understand our users' needs.

2.4. For Legal and Compliance Purposes

Comply with applicable laws and regulations.

Respond to legal requests, subpoenas, or governmental inquiries.

Protect the safety, property, and rights of the company, users, and others.

3. SHARING AND DISCLOSURE OF INFORMATION

We do not sell, rent, or trade your personal information. However, we may share information with trusted third parties in the following cases:

3.1. Service Providers

We may share your data with third-party service providers who perform functions on our behalf, such as:

- Payment processors (e.g., Stripe, PayPal).
- Email service providers.
- Cloud hosting and data storage providers.

These third parties only have access to the data they need to perform their services and are bound by confidentiality obligations.

3.2. Business Transfers

If we are involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will notify you of such an event and outline your options.

3.3. Legal Obligations

We may disclose your personal information to:

- Comply with any court order, law, or legal process.
- Enforce or apply our terms and conditions or investigate violations.
- Protect the rights, property, or safety of our company, customers, or others.

4. INTERNATIONAL DATA TRANSFERS

Your personal data may be transferred to, and maintained on, computers located outside your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

If you are located outside Australia and choose to provide information to us, please note that we transfer the data to Australia and process it there. By submitting your data, you consent to this transfer.

5. YOUR DATA PROTECTION RIGHTS

Depending on your location, you may have the following rights regarding your personal data:

5.1. Right to Access

You have the right to request access to the personal data we hold about you, including details of how we use and share your information.

5.2. Right to Correction

You may request correction or updating of inaccurate or incomplete data we have about you.

5.3. Right to Erasure ("Right to be Forgotten")

In certain circumstances, you have the right to request that we delete your personal data, subject to legal obligations.

5.4. Right to Object

You may object to the processing of your personal data for direct marketing purposes or other specific scenarios where we rely on legitimate interest.

5.5. Right to Data Portability

You have the right to request that we provide you with your personal data in a structured, commonly used, and machine-readable format or transmit it to another controller.

5.6. Right to Withdraw Consent

If we process your data based on consent, you have the right to withdraw consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

To exercise any of these rights, please contact us at [Your Contact Information]. We will respond to your request in accordance with applicable data protection laws.

6. DATA SECURITY

We use commercially reasonable safeguards to protect your personal information. However, no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use acceptable means to protect your data, we cannot guarantee absolute security.

7. RETENTION OF YOUR DATA

We will retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law (e.g., tax, accounting, or legal obligations).

8. THIRD-PARTY LINKS

Our Site may contain links to third-party websites, services, or applications that are not operated by us. We are not responsible for the content or privacy practices of those third parties. We encourage you to review their privacy policies before sharing your personal information with them.

9. CHILDREN'S PRIVACY

Our Site is not intended for children under 18. We do not knowingly collect personal information from children under 18. If we become aware that we have collected personal information from a child under 18, we will take steps to delete such information.

10. CONTACT INFORMATION

If you have questions or comments about this Privacy Policy or our privacy practices, please contact us at:

Everlasting Bonds

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