

## **Privacy Policy**

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address, and email address. Your personal information will be used for the shipping of your purchased product only.

We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

We collect such non-personal and personal information for the following purposes:

1. To provide and operate the services;
2. To provide our users with ongoing customer assistance and technical support;
3. To be able to contact our visitors and users with general or personalized service-related notices and promotional messages;
4. To create aggregated statistical data and other aggregated and/or inferred non-personal information, which we may use to provide and improve our services.
5. To comply with any applicable laws and regulations.

Our website is hosted on the Wix.com platform. Wix.com provides us with an online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases, and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our website adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express, and Discover. PCI\_DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

We may contact you to notify you regarding your purchase, to troubleshoot problems with your order, to resolve a dispute, to collect fees or monies owed, to send

updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes, we may contact you via email.

If you don't want us to process your data anymore, please contact us at [hello@showellphoto.com](mailto:hello@showellphoto.com).

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.