

This Privacy Policy outlines how Fashionable Florist ("we," "our," or "us") collects, uses, maintains, and discloses information collected from users of the [www.fashionableflorist.com](http://www.fashionableflorist.com) website ("Site"). This Privacy Policy applies to the Site and all products and services offered by Fashionable Florist.

## **Information We Collect:**

Personal Identification Information:

- We may collect personal identification information from users in various ways, including but not limited to, when users visit our site, register on the site, place an order, fill out a form, subscribe to the newsletter, and in connection with other activities, services, features, or resources we make available.

Non-personal Identification Information:

- We may collect non-personal identification information about users whenever they interact with our Site. Non-personal identification information may include the browser name, type of computer, and technical information about users' means of connection to our Site.

## **How We Use Collected Information:**

Fashionable Florist may collect and use users' personal information for the following purposes:

- To improve customer service: Information you provide helps us respond to your customer service requests and support needs more efficiently.
- To personalize user experience: We may use information in the aggregate to understand how our users as a group use the services and resources provided on our Site.
- To process payments: We may use the information users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.
- To send periodic emails: We may use the email address to send user information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests.

## **How We Protect Your Information:**

- We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our Site.

## **Sharing Your Personal Information:**

- We do not sell, trade, or rent users' personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above.

## **Changes to This Privacy Policy:**

- Fashionable Florist has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect.

## **Your Acceptance of These Terms:**

- By using this Site, you signify your acceptance of this policy.