

Most Recent Update: August 2024



This **Privacy Policy** explains how The Sewing Palace collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at www.thesewingpalacebernina.com, at the brick and mortar store The Sewing Palace 124 E Lyndale Ave. Helena MT 59601, our business Facebook page <https://www.facebook.com/sewingpalacebernina> and our email program hosted thru Constant Contact.

COLLECTION OF PERSONAL INFORMATION: Information collected directly from you: We may collect personal information directly from you, for example; through a website, website shopping page, during an online or in-person registration, while making a reservation for a class or purchasing products, while setting up an account with us or when you contact us for customer support, or at checkout. Personal information we collect directly from you may include first and last name, address, email address, and phone number and request to connect with you on social media platforms.

INFORMATION COLLECTED FROM YOUR DEVICE: Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example; your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website. Our website may also use cookies to personalize your experience and enable certain features, such as keeping track of items you put in your shopping cart. You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

Information collected from our advertising partners for example; BERNINA, Google, Constant contact and social platforms: We may collect personal information about you from our advertising partners. Personal information we collect from our advertising partners may include your demographic information, shopping history, geographic location and may include first and last name, address, email address, and phone number.

USE OF PERSONAL INFORMATION: We may also use this information to market our products, classes and services to you, including by email and text message subject to your consent. We use information collected automatically from your device to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts. We may also use information collected from you and information collected from your device to send you abandoned cart reminders if you added items to your shopping cart but did not complete check out. We use information collected from our advertising partners to market our products and services to you.

DISCLOSURE OF PERSONAL INFORMATION: We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes.

● We use Constant Contact for our email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be

collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.

● We use Like Sew/Rain Retail to help us understand how visitors interact with our website and to host our online store. <https://likesew.com/> uses and processes your information in accordance with its privacy policy available at <https://likesew.com/terms-of-service#section-4>

● We use Posim: (<https://posim.com/point-of-sale-software/payment-processing>) as our payment processor. Posim uses and processes your payment information in accordance with its privacy policy available at <https://posim.com/privacy-policy/>

We use Google and Crystal Media as our advertising partner. We may authorize our advertising partner to use cookies and similar technologies on our website to automatically collect certain information from your device and we may share information about you, your purchases, and your interactions with our website with our advertising partner, provided that no mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Such information can be used by us or our advertising partner. For more information about how to opt out of targeted advertising from our advertising partner, go to google.com and/or CrystalMediaCo.com

We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EMAIL AND TEXT MESSAGE COMMUNICATIONS: If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at <https://files.constantcontact.com/8e0b8ccb001/002c77a2-a54a-440e-a43d-6a5b00ce3d09.pdf>

CHANGES TO THE THIS PRIVACY POLICY: We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION: If you have any questions about this policy or our privacy practices, please contact us at The Sewing Palace email: palace@thesewingpalacebernina.com