

Privacy Policy

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POLICY

This Privacy Policy applies to the use of our website or services (hereinafter referred to as "us", "we"). We respect your privacy and are committed to protecting your information. We have adopted this privacy policy ("Privacy Policy") to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose this information to third parties. Any information you provide will only be used in accordance with this policy. This Privacy Policy applies only to information we collect through the Website and does not apply to our collection of information from other sources.

This Privacy Policy, together with the [Terms of Use and Terms of Sale](#) posted on our website, set forth the general rules and policies governing your use of our website. Depending upon your activities when visiting our Website, you may be required to agree to additional terms and conditions.

CONSENT

Your use of our site or services constitutes your acceptance of our Privacy Policy. If you do not agree to this policy, please do not use our site or services.

By using this site or our services, you admit that you are at least the age of majority in your state or province of residence, or are giving us your consent to allow any of your minor dependents to use this site.

SECURITY

Our stores and data are hosted by shop management companies or best-in-class hosting services such as Amazon Web Services. They store your data on secure servers. To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately accessed, misused, disclosed, lost, altered or destroyed.

To prevent any unauthorized access or disclosure of your information, appropriate electronic, physical, digital and managerial procedures have been implemented to protect the information we gather online and ensure its security.

We do not store or directly process any information that could be used to initiate payments. For this, we have contracts with specialized payment processors who have implemented internationally audited best practices to safeguard your payment information. For example, they encrypt your data using the Payment Card Industry Data Security Standard (PCI-DSS). PCI-DSS requirements to help ensure the secure handling of credit card information by our store and its service providers.

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. Sensitive and private data exchange between the site and its users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

HOW WE COLLECT INFORMATION

Like most website operators, we collect non-personally-identifying information that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Our purpose in collecting non-personally identifying information is to better understand how our visitors use our website. From time to time, we may release aggregated non-personally-identifying information, e.g. by publishing a report on trends in the usage of its website.

We also collect potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on our blog posts. We only disclose logged in user and commenter IP addresses under the same circumstances that are described below.

We also collect various personally-identifying pieces of information such as, for example, email addresses, buyer name, shipping or invoicing addresses and individual prescription data. We use this information to fulfil your order, or to understand how you use our services and personalize our services to you.

Below is a nonexhaustive list of examples for how we collect information.

For more information about data transfers to Google services: after giving your consent, your data will be processed by Google in accordance with the responsibility statement provided on the following page:

<https://business.safety.google/privacy/>

COOKIES

To enrich and perfect your online experience, we use Cookies, as well as similar technologies and services provided by others to display personalized content or advertising and store your preferences on your computer.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. We use cookies to help identify and track visitors, their usage of our sites and services, and their service or access preferences. Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using our services, keeping in mind that some of our website's features may not function properly without the aid of cookies.

ECOMMERCE TRANSACTIONS

Those who place an order with us are asked to provide additional information including, when necessary, the personal and financial information required to process those transactions. In each case, we collect such information only insofar as is necessary or appropriate to fulfill the order or the purpose of the visitor's interaction with our services.

CUSTOMER SERVICE

We may, without further notice or warning and in our sole discretion, monitor, record and process any communication with you by email, telephone or other digital channels for quality control and training purposes, or for our own protection.

COMMUNICATION

With your permission, we may send you emails, printed material or commercial offers about our products or services. We also monitor how our users engage with these pieces of communication and try to maximize their value to you.

AD NETWORKS

Ads appearing on our website, and advertising appearing anywhere else on the internet or on mobile devices, may be delivered to you by advertising partners who may set cookies. These cookies allow the ad server to recognize your computer each time they send

you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.

You can often set preferences for how advertising networks collect and use your data, or what they show to you. If you want to, you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

We may pay some of our advertising partners to help send electronic advertising to you. We may also earn a commission from certain links on our website or otherwise facilitating orders from you. This does not affect your purchases or the prices you may find on our sites.

THIRD PARTY LINKS

Our service may contain links to external sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. Such services are governed by their Privacy Policy and not ours. We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites, products or services.

HOW WE USE YOUR INFORMATION

We use the above information firstly to generate statistics (aggregate level information) about, among others, the behavior of visitors to our website and their transactions and profiles. We may display this information publicly or provide it to others provided the information remains at the aggregate level.

We collect and use personal information for various purposes including:

- To improve customer service. Your information helps us to more effectively respond to your customer service requests and support needs.
- 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 improve our site. We continually strive to improve our website offerings based on the information and feedback we receive from you.
- To process transactions. 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 administer a content, promotion, survey or other site feature. To send users information they agreed to receive about topics we think will be of interest to them.
- To send periodic emails and place any other type of communication with you

The email address users provide for order processing, will only be used to send them information and updates pertaining to their order. It may also be used to respond to their inquiries, and/or other requests or questions.

MARKETING OPT-IN

If the user decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information. If at any time the user would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email

We may also contact you using automated calls and text messages, at any telephone number that you have provided us, to: (i) notify you regarding your order status; (ii) troubleshoot problems with your order; or (iii) to help you order or reorder or as necessary to service your account.

CARE OF PERSONALLY IDENTIFIABLE INFORMATION

We do not rent, trade or sell potentially personally-identifying and personally-identifying information to anyone.

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. We may use third party service providers to help us operate our business and the site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes only.

We need to share your personal data with various parties to help execute on the orders you placed with us. We will share your personal data with payment providers, logistics providers and any other party that plays a role in delivering to you the services or products you ordered from us. When we assign a sale to a third party, in order for that party to finalize the sale with you instead of us, we also transfer the data to that party that is necessary to fulfil the order.

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so that you can understand how your personal information will be handled by these providers. Please note that certain providers may be located in or have facilities in a different jurisdiction than either you or us. If you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

We disclose potentially personally-identifying and personally-identifying information only to those of our employees, contractors and affiliated organizations that (i) need to know that information in order to process it on our behalf or to provide the services available on our website, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors and affiliated organizations may be located outside of your home country; by using our website, you consent to the transfer of such information to them.

We may disclose your personal information if we are required by law to do so. We may disclose potentially personally-identifying and personally-identifying information in response to a subpoena, court order or other governmental request.

WITHDRAWING YOUR CONSENT

When you provide us with personal information, whether intentionally or simply by visiting our services, we understand that you consent to our collecting it and using it for the reasons listed in this Privacy Policy.

If we ask for your personal information for a specific reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to refuse.

If you change your mind after opting-in earlier, you may anytime withdraw your consent for us to contact you by notifying us at hello@eopticians.co.uk or mailing us at:

eOptika Ltd.
Teréz krt 50
Budapest, 1066

Hungary

Please note certain website functions are only available, and commercial sale possible, through access your data. By revoking your consent, we may not be able to provide you with our usual services.

TRANSFERS

If our business or webstore is acquired or merged with another company, your information may be transferred to the new owners so that they may continue to sell products to you. You will retain the right to opt out of any communication with anyone in the future.

CHANGES TO THIS POLICY

We reserve the right to modify this privacy policy at any time and at our sole discretion. If we do, we will revise the updated date at the bottom of this page, or notify users via email. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Changes and clarifications will take effect immediately upon their posting on the website. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

The current version of this Privacy Policy came into effect on June 1, 2017.

QUESTIONS AND CONTACT INFORMATION

If you would like to register a complaint or simply ask a question, please contact our Privacy Compliance Officer at hello@eopticians.co.uk.