

## Website Privacy Policy

### What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information anonymously, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

### How do you collect information?

When you complete a contact form on our website, as part of the process, we collect personal information you give us such as your name, email address, phone number and wedding date. Your personal information will be used for the specific reasons of your appointment booking only.

### Why do you collect personal information?

We collect such Non-personal and Personal Information for the following purposes:

1. *To provide and operate our Appointment and or/Ordering Services;*
2. *To provide our Customers with ongoing customer assistance and support;*
3. *To be able to contact our Visitors with general or personalized service-related notices*
4. *To comply with any applicable laws and regulations*

### How do you store, use, share and disclose your site visitors' personal information?

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allow us to communicate and market our 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.

### How do you communicate with your site visitors?

If you make contact with What Alice Wore Ltd through the website, we will contact you, using the information provided to book you in for an appointment, or other service related to the business. For these purposes we may contact you via email, telephone or text message.

### How do you use cookies and other tracking tools?

We only use the following cookies, which are essential for the running of the site.

Cookie Name	Purpose	Duration	Cookie Type
XSRF-TOKEN	Used for security reasons	Session	Essential
hs	Used for security reasons	Session	Essential
svSession	Used in connection with user login	2 years	Essential
SSR-caching	Used to indicate the system from which the site was rendered	1 minute	Essential
bSession	Used for system effectiveness measurement	30 minutes	Essential

How can your site visitors withdraw their consent?

If you don't want us to have your data anymore, please contact us at [info@whataliceworebridal.com](mailto:info@whataliceworebridal.com) and we will delete any existing record.

Privacy policy updates

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 material 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.

Questions and your contact information

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [info@whataliceworebridal.com](mailto:info@whataliceworebridal.com).