

Privacy Policy and Cookies - vitavif.com

We know how important our use of your personal information and how we share it is to you. We appreciate the trust you place in us and Vitavif will handle your data with care and prudence and ensures that any processing of your data complies with applicable laws and regulations.

Our privacy policy sets out how we use and protect any information which you give Vitavif when you use this website: we ask you to provide certain information by which you can be identified when using this website, and you can be assured that it will only be used in accordance with this privacy statement. We may change this policy from time to time by updating this page; you should check this page periodically to ensure that you are happy with any changes.

What we collect

We may collect and store the following information:

- your name
- your postal address, billing address and email address
- your telephone number
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers.

Some of these details may be passed onto our distribution partners in order to fulfil your order. Some of them, along with your payment details, will be passed on to our payment providers in order to complete your transaction.

Why do we keep your personal information?

We retain your personal information so that you can use the Vitavif services on an ongoing basis and for as long as necessary to fulfil the purposes described in this Privacy Policy, as required by law (for example, for tax and accounting purposes), or in any other way that we have communicated to you. For example, we retain your transaction history so that you can review past purchases (and repeat orders, if you wish) and the addresses to which you have shipped orders, and to improve the relevance of the products and content we recommend.

What we do with the information which we gather?

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record-keeping
- We may use the information to improve our products and services

- We may periodically send newsletter emails about new products, special offers or other information which we think you may find interesting, using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may use your responses to customise the website according to your interests.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard the information we collect online.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites, and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. If you believe any information held is incorrect or incomplete, please contact us in writing as soon as possible and any necessary amendments will be made promptly.

Our cookies

Our website uses cookies to improve your experience and personalise content. Cookies are small files placed on your computer or mobile device when you visit a website. They are widely used to improve your experience of a website, gather reporting information, show relevant advertising, and to:

- Recognise you when you log in to use our services.
- Recognise if you use any subscription plan and offer you other personalised features and services.
- Display features, products and services that may be of interest to you.
- Keep track of the items stored in your shopping cart.
- Prevent fraudulent activities.
- Improve security.

- Keep track of your preferences, such as language.

We also use cookies to understand how customers use our services so we can make improvements. For example, we use cookies to conduct research and diagnostics to improve Vitavif content, products and services and to measure and understand the performance of our services.

Cookies are needed for essential functions such as signing in, adding products in your basket and making payments. They also tell us how customers use our site and provide information to help us improve the website and your browsing experience. You cannot turn these off. You can disable them in your browser but then you won't be able to sign in or make purchases.

If you have any questions about our privacy policy or the handling of Cookies, please send your observations to: info@vitavif.com
