
1. Introduction

This Privacy & Cookie Policy outlines how Mishumi collects, uses, shares, and safeguards your personal data when you visit our website. It complies with the EU General Data Protection Regulation (GDPR).

2. Data We Collect

We may collect the following data:

- **Personal Information:** Name, address, email, phone number, payment details.
 - **Technical Data:** IP address, browser type, device ID, browsing behavior.
 - **Cookies:** See Section 10.
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3. Legal Basis for Processing

We process data under the following lawful bases:

- Performance of a contract (e.g., to fulfill orders).
 - Legal obligations.
 - Your consent (e.g., marketing, cookies).
 - Legitimate interests (e.g., fraud prevention).
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4. How We Use Your Data

Your data is used for:

- Processing and shipping orders.
 - Customer service.
 - Website improvement and analytics.
 - Marketing communications (if you consent).
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5. Data Sharing

We may share your data with:

- Fulfillment partners (e.g., Printful) for order processing.
 - Marketing and analytics providers (only with your consent).
 - Legal authorities when legally required.
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6. Your Rights

You have the right to:

- Access, correct, or delete your personal data.
 - Restrict or object to processing.
 - Withdraw consent at any time.
 - File a complaint with a supervisory authority.
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7. Data Security

We implement appropriate technical and organizational measures to protect your data. However, no system is 100% secure, and transmission of data is at your own risk.

8. Data Retention

We retain personal data only as long as necessary for the purposes stated, or to comply with legal obligations.

9. International Transfers

Data may be transferred outside the EEA, including to our processors. We ensure such transfers comply with GDPR safeguards (e.g., Standard Contractual Clauses).

10. Cookies

What Are Cookies?

Cookies are small files stored on your device that help us improve site performance and your experience.

Types We Use:

- **Essential Cookies:** Enable core functionality like checkout.

- **Analytics Cookies:** Help us understand how visitors use the site.
- **Functionality Cookies:** Store preferences like language and location.

Third-Party Cookies:

We may use services like Google Analytics or Facebook Pixel. These providers have their own privacy and cookie policies.

Consent:

We request your explicit consent for non-essential cookies via a cookie banner. You can change your preferences or withdraw consent at any time via your browser or our cookie settings tool.

11. Updates to This Policy

We may periodically update this policy. The current version is always available on our website.

12. Contact

For questions, contact us at: [help \(at\) mishumi . com](mailto:help@mishumi.com)