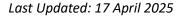
# **Privacy & Cookie Policy**





#### 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.

# 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).

#### 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).

# 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.

# 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.

# 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