

Privacy Policy

Effective Date: March 14, 2025

1. Introduction

Welcome to rien-a-porter.com (the "Site"). We value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you visit our Site and subscribe to our newsletter.

This Privacy Policy complies with the Law of the Republic of Armenia on Personal Data Protection and applicable international data protection standards, including the EU General Data Protection Regulation (GDPR) where relevant.

2. Information We Collect

When you visit our Site or subscribe to our newsletter, we may collect the following types of personal information:

- **Email Address:** To send you updates about our website launch, promotions, and other relevant information.
- **IP Address:** To enhance security and prevent fraudulent activities.
- **Cookies & Tracking Data:** To analyze site usage and improve user experience (see Section 7 for details).
- **Device & Browser Information:** To ensure optimal website performance on different devices.

3. How We Use Your Information

The information collected is used solely for the following purposes:

- **Newsletter Distribution:** To provide you with updates and information about our products and services.
- **Communication:** To respond to your inquiries or requests.

3.1. Legal Basis for Processing

We process your personal data under the following legal bases:

- **Consent:** When you provide your email address to receive newsletters.
- **Legitimate Interest:** When we analyze website traffic, detect fraudulent activities, or improve our services.
- **Legal Obligation:** When required to comply with legal or regulatory requirements.

4. Sharing Your Information

We respect your privacy and do not sell, trade, or otherwise transfer your personal information to outside parties, except as described below:

- **Service Providers:** We may share your email address with third-party service providers who assist us in operating our website and conducting our business, such

as email marketing platforms. These providers are contractually obligated to keep your information confidential and use it only for the purposes specified by us.

4.1 Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. The retention period depends on the type of data:

- **Email Addresses:** Stored until you unsubscribe from our newsletter.
- **Cookies & Analytics Data:** Stored for up to 12 months.
- **Legal & Compliance Data:** Stored as required by Armenian law.

You may request the deletion of your personal data at any time by contacting us (see Section 10).

5. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure.

6. Your Rights

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- **Access:** To request a copy of the personal data we hold about you.
- **Rectification:** To request correction of any inaccurate or incomplete data.
- **Deletion:** To request deletion of your personal data, subject to certain legal obligations.
- **Objection:** To object to the processing of your personal data under certain circumstances.
- **Data Portability:** Receive a copy of your personal data in a structured, commonly used, and machine-readable format.
- **Withdraw Consent:** Where we process your data based on consent, you can withdraw it at any time.

How to Exercise Your Rights:

To exercise any of your rights, please contact us at info@rien-a-porter.com with the subject "Data Request". We may request identity verification before processing your request..

7. Cookies and Tracking Technologies

Our Site may use cookies and similar tracking technologies to enhance your experience. You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, some parts of the Site may become inaccessible or not function properly.

8. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to read the privacy policies of any linked websites you visit.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

- **Email:** info@rien-a-porter.com