

Effective Date: 01/09/2023

Welcome to <https://blossomishere.com/> ("Website"). This Privacy Policy ("Policy") is designed to inform you about how Unmarkit Digital Limited, a company based in the United Kingdom, with its company number 15010308 and registered office address 7 Bell Yard, London, England, WC2A 2JR, collects, uses, stores, and shares your personal information. We are committed to protecting your privacy and ensuring the security of your personal data in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

Please take a moment to read this Policy carefully. By using our website or our services, you consent to the practices described in this Policy.

1. We collect and process your personal information based on the following legal grounds:

- 1.1. **Contractual Necessity:** We process your personal information to fulfill our contractual obligations when you engage with us for our services. If you do not provide the requested information, we may not be able to deliver the services you have requested.
- 1.2. **Consent:** We may collect and process your personal data with your explicit consent for specific purposes, such as sending you marketing communications or using cookies and similar technologies for analytics and personalization. You have the right to withdraw your consent at any time, but this will not affect the lawfulness of processing based on consent before its withdrawal.
- 1.3. **Legitimate Interests:** We may process your personal data when it is necessary for our legitimate interests or those of third parties, provided that your fundamental rights and interests do not override those interests. This includes purposes such as improving our services, conducting analytics, and ensuring the security of our website and systems. We will always carefully balance our legitimate interests with your privacy rights.
- 1.4. **Legal Obligations:** In certain circumstances, we may be obligated to collect and process your personal information to comply with legal obligations, such as responding to legal requests, preventing fraud, or complying with regulatory requirements.
- 1.5. **Vital Interests:** In rare situations where it is necessary to protect someone's life, we may process personal information.

We collect and process personal information only to the extent necessary for the purposes described in this Privacy Policy. If we need to use your personal data for a purpose that is not compatible with the purposes for which it was originally collected, we will seek your consent or rely on another lawful basis to do so.

2. Information We Collect

We may collect the following types of personal information:

2.1. Personal Information:

- Name
- Email address

- Phone number
- Postal address
- Date of birth
- Social media profiles
- Any other information you voluntarily provide to us

2.2. Usage Information:

- IP address
- Device information
- Browser type
- Cookies and similar technologies

3. How We Use Your Information

We use the collected information for the following purposes:

- 3.1. Providing Services: To deliver our services.
- 3.2. Communication: To respond to your inquiries, send you updates, newsletters, marketing materials, and service notifications.
- 3.3. Personalization: To tailor our services and marketing efforts to your preferences and interests.
- 3.4. Analytics: To analyze website usage, improve our services, and enhance user experience.
- 3.5. Compliance: To comply with legal obligations and protect our rights and interests.

4. Cookies and Similar Technologies

We use cookies and similar technologies to collect and store certain information about your browsing activities. You can manage your cookie preferences through your browser settings.

4.1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit a website. They serve various purposes, including remembering your preferences, tracking your activities on the site, and helping us understand how you interact with our website.

4.2. Types of Cookies We Use

We use the following types of cookies on our website:

Essential Cookies: These cookies are necessary for the proper functioning of our website. They enable you to navigate the site and use its essential features, such as accessing secure areas or making online payments. Without these cookies, our website may not work as intended.

Performance Cookies: These cookies collect information about how you use our website, such as which pages you visit and any errors you may encounter. They help us improve the website's performance and user experience by understanding how visitors interact with it.

Functional Cookies: Functional cookies allow our website to remember your preferences and choices, such as your language or region. These cookies enhance your browsing experience by providing personalized content and features.

Analytics Cookies: We use analytics cookies to gather information about website traffic and user behavior. This data helps us analyze the effectiveness of our content and marketing efforts, enabling us to make informed decisions and improvements.

Third-Party Cookies: Our website may also use cookies from third-party service providers, including analytics and advertising partners. These third-party cookies may collect information about your online activities across different websites to provide you with personalized advertisements or content.

5. Data Sharing

We may share your personal information with the following categories of recipients:

- Service providers who assist us in delivering our services.
- Regulatory authorities when required by law.
- Business partners when necessary for service provision.

We are committed to ensuring that your personal information is shared responsibly and securely. We do not sell your personal data to third parties for their own marketing purposes, and we take all reasonable steps to ensure that our partners and service providers adhere to high data protection standards.

6. Data Security

We employ reasonable security measures to protect your personal information. However, no method of transmission over the internet is completely secure. We cannot guarantee the absolute security of your data.

7. Data Retention

We will retain your personal information only for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. The specific retention periods for your data may vary depending on factors such as the type of data, the purpose for which it was collected, and legal requirements.

8. Your Rights

You have the following rights regarding your personal information:

- **Access:** You can request access to the personal data we hold about you.
- **Rectification:** You can request correction of inaccurate or incomplete data.
- **Erasure:** You can request the deletion of your personal information.
- **Restriction:** You can request the limitation of processing under certain circumstances.
- **Data Portability:** You can request to receive your data in a structured, commonly used format.

- Objection: You can object to certain types of data processing, including direct marketing.

9. Contact Us

If you have any questions, concerns, or requests related to your personal information or this Privacy Policy, please contact us at:

Unmarkit Digital Limited

7 Bell Yard, London, England, WC2A 2JR

info@blossomishere.com

10. Changes to this Policy

We may update this Privacy Policy periodically. Please review it regularly to stay informed of our data practices.

By using our website and services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.