

Chicthebrand, values your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and interact with our services.

By accessing or using our website, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our services.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Such as your name, email address, phone number, billing/shipping address, and payment details when you make a purchase or sign up for our services.
- **Non-Personal Information:** Such as browser type, device type, IP address, and website usage data collected through cookies and analytics tools.
- **User-Generated Content:** Any information you voluntarily provide, such as when filling out forms, subscribing to newsletters, or contacting us directly.

2. How We Use Your Information

We use the information we collect to:

- Provide, process, and fulfill your orders.
- Improve, personalize, and optimize our website and services.
- Communicate with you, including updates, promotions, or customer support.
- Protect against fraudulent transactions and unauthorized access.
- Comply with legal and regulatory requirements.

3. Sharing of Information

We do not sell your personal information. However, we may share your data with trusted third parties in the following cases:

- **Service Providers:** Such as payment processors, shipping partners, and website hosting services.
- **Legal Requirements:** If required by law, regulation, or legal process.

- **Business Transfers:** In the event of a merger, acquisition, or sale of assets.
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4. Cookies & Tracking Technologies

We use cookies and similar technologies to improve user experience, analyse website traffic, and remember user preferences. You can manage or disable cookies through your browser settings, but some features of the website may not function properly without them.

5. Data Security

We implement reasonable administrative, technical, and physical security measures to protect your information. However, no method of transmission over the internet or electronic storage is 100% secure.

6. Your Rights

Depending on your location, you may have the right to:

- Access the personal information we hold about you.
 - Request corrections or updates to your information.
 - Request deletion of your personal data.
 - Opt-out of marketing communications at any time by clicking “unsubscribe” or contacting us directly.
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7. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites and encourage you to review their privacy policies.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or how your information is handled, please contact us: Support@chicthebrand.co.za