



## Privacy Policy of Heliconias Flower of Colombia

At Heliconias Flower of Colombia, we respect and value the privacy of our customers. This Privacy Policy explains how we collect, use, store, and protect the personal information you provide when interacting with our website, physical stores, or services. By using our services, you agree to the terms set forth in this Privacy Policy.

### 1. Information We Collect

We collect both personal and non-personal information to provide you with the best possible service. This includes:

#### Personal Information:

- First and Last Name
- Delivery and billing address
- Phone number
- Email address
- Payment details (credit card number, billing information, etc.)
- Account information (if you create an account with us)

#### Non-Personal Information:

- IP address and device type
- Browsing data (pages visited, time spent, etc.)
- Cookies and similar technologies

### 2. Use of Information

We use the collected information for the following purposes:

- Order processing: To manage and complete your product and service orders, including delivery.
- Communication: To send you updates about your orders, purchase confirmations, and, if requested, newsletters, promotions, or announcements.
- Customer service: To respond to your inquiries, concerns, or requests.
- Service improvement: To enhance your shopping experience and personalize the products and services we offer.
- Legal compliance: To meet our legal and tax obligations.



### 3. Information Protection

We take the security of your data very seriously. We implement physical, electronic, and administrative measures to protect your personal information, including encrypting sensitive data and using firewalls and secure passwords.

However, no method of transmitting data over the Internet is 100% secure, so we cannot guarantee the absolute security of your information. If you have any questions regarding the security of your data, feel free to contact us.

## 4. Sharing Your Information

We do not sell or share your personal information with third parties for marketing purposes without your consent. However, we may share your information with third parties in the following cases:

- Service providers: Such as shipping companies, payment processors, and e-commerce platforms, who need access to your information to complete orders.
  - Legal compliance: If required to comply with the law, such as in response to a court order or to prevent fraud or illegal activities.
  - Business transfer: In the event of a sale, merger, or restructuring of the company, your personal information may be transferred to the entity acquiring the business.
- Políticas de privacidad

## 5. Cookies and Tracking Technologies

We use cookies and similar technologies (such as pixels and web beacons) to enhance your experience on our website. Cookies allow us to:

- Remember your preferences and session data.
  - Analyze website usage to improve performance.
  - Personalize promotions and offers based on your browsing behavior.
- You can configure your browser to reject cookies, but this may affect the functionality of some parts of our website.

## 6. User Rights

As a user, you have the right to:

- Access the personal information we hold about you.
- Update or correct your personal information if it is incomplete or inaccurate.
- Delete your personal information from our databases, provided it is not necessary for fulfilling our legal obligations.
- Opt out of marketing communications, such as promotional emails. You can do this through the unsubscribe link in the emails we send or by contacting us directly.

## 7. Protection of Children's Privacy

Our site and services are not intended for children under 13 years of age, and we do not intentionally collect personal information from children under 13. If we discover that we have collected personal information from a minor without parental consent, we will take steps to delete that information.

## 8. Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. Any changes will be posted on this page, and the date of the last update will appear at the end of this document. We recommend that you periodically review this policy to stay informed of any modifications.

## 9. Contact

If you have any questions or concerns about our Privacy Policy, or if you wish to exercise your rights regarding your personal information, please contact us at:

**Heliconias Flower of Colombia Email:** [administration@heliconiasflowers.com](mailto:administration@heliconiasflowers.com)

**Phone:** 845 670 0656

**Address:** 5185 RTA 209 Accord New York 12404

**Last updated:** 01-23-2025

