

## **Privacy Policy**

The company named "Lellalo OÜ" with the trade name "Lellalo," headquartered in the city of Tallinn (Estonia), is the owner and beneficiary of the use of this website, [www.lellalo.com](http://www.lellalo.com), offering its products under the following Privacy Policy, which constitutes a commitment and acceptance for every visitor of this website, which may change from time to time. For this reason, we recommend checking this page occasionally for any changes and additions.

Lellalo is concerned about privacy issues and recognizes that safeguarding your personal data is an important matter. For this reason, we wish to inform you that the way we collect, use, and process the information you provide aligns with existing safeguards for the protection of personal data. This Privacy Policy describes our practices regarding how our company collects, uses, and processes personal information from the use of our website. By providing personal information to us or using [www.lellalo.com](http://www.lellalo.com), you agree to the terms and conditions of this Privacy Policy.

The term "personal data" refers to information about natural persons, such as name, postal address, email address, contact phone number, etc., which identifies or can identify your identity, hereinafter "Personal Data" or "Data."

Processing constitutes any operation or series of operations performed with or without the use of automated means on personal data or on sets of personal data, such as collection, registration, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or any other form of provision, combination or linking, restriction, deletion, or destruction.

### **5.1 Personal Data**

#### **5.1.1 Protection of Personal Data**

Our company may collect personal data from visitors provided on the website through registration, filling out a form, in the context of any order you place, or sending emails regarding your inquiries and requests. This data will be used strictly to the extent deemed absolutely necessary for fulfilling the services provided to you by Lellalo.

The processing of personal data is carried out in accordance with the provisions of the General Data Protection Regulation (2016/679 of the EU), any specific national and European legislation for certain sectors, as well as the applicable Estonian legislation for the protection of personal data, and for the protection of personal data and privacy in the electronic communications sector.

The website is fully compliant with the provisions of the Regulation and is committed to exercising due diligence for the correct, rational, and secure processing of personal data it collects and processes. We understand that by providing your personal data, you trust us with this information. We have created this policy to give you full transparency regarding the data we collect from you, the purposes for which we collect it, and how we use it. Additionally, we must ensure that you understand your rights regarding your personal data and its processing.

#### **5.1.2 User Personal Information**

We ensure that we collect only the absolutely necessary Data from you, which is suitable and clear for the purpose intended. This Data includes the following:

- Data during user account creation on Websites or Apps, such as first name, last name, email address, phone number, etc.,
- Information from your transactions with Lellalo, such as name, shipping address for orders, billing address for orders, contact phone number, email address, etc.
- Interests and shopping preferences that help us recommend specific products and services that interest you. For example, which products you prefer so that we can provide you with a

personalized offer. We will request and use only the Data we have collected to suggest products or services of interest and to further enhance your shopping experience with us. Of course, it is always your choice whether to share such information with us.

- Information about the traffic to our website or other websites you visited before us,
- Information collected through the use of cookies in your browser. More information about how cookies work can be found at <https://www.youronlinechoices.com/ee/>

- Payment information.

To offer the best possible website experience, we collect technical information about your internet connection and browser, as well as the country code and phone number where your computer is located, the websites that appear during your visit, the ads you click on, and any search terms you used.

### **5.1.3 Use of Personal Data**

We collect your Data for the purposes of the products or/and services provided by our Company and specifically for:

- a. Managing the sale of our products and/or services, e.g., communicating and updating you regarding product availability and the progress of your order, issuing and sending your tax documents in electronic form (e-invoicing), fulfilling your order, shipping products, managing your debts to the Company, processing returns, and providing guarantees.
- b. Compliance with obligations imposed by applicable legislation, e.g., tax legislation, e-commerce directives,
- c. Monitoring, improving, and adapting to your preferences and choices regarding our products and/or services,
- d. Sending, by electronic or traditional means, administrative, technological, organizational, and/or commercial information regarding our products and/or services.
- e. Conducting customer satisfaction research, promoting our products and/or services, and sending newsletters about our products and/or services.

Lellalo uses the information from or about you to:

- i. Deliver your order to the shipping address.
- ii. Confirm and process an order.
- iii. Manage the return of a purchase.
- iv. Respond to your inquiries and fulfill your requests.

The personal information you provide on [www.lellalo.com](http://www.lellalo.com) is not disclosed, published, or sold to third parties unless required by legal obligations from Lellalo.

### **5.1.4 Changing and Deleting Personal Data**

If you wish to check, correct, update, or delete information and personal data you have provided to us through [www.lellalo.com](http://www.lellalo.com), please contact us via email at the following address: [info@lellalo.com](mailto:info@lellalo.com). You can also visit the website [www.lellalo.com](http://www.lellalo.com) and delete your account at any time as well as all information related to it on this website, from your profile.

## **5.2 Promotional Activities**

### **5.2.1 Sending Promotional & Informational Material**

Lellalo may use the data for informational and promotional purposes or to send newsletters to registered users and visitors of [www.lellalo.com](http://www.lellalo.com), provided they have agreed to this by providing their email.

### **5.2.2 Personalized Communication (profiling)**

In order to offer you the best possible experience, the personal data collected from our website may be used to send personalized updates, provided you have given your consent, under the specific conditions set by legal frameworks.

If you do not wish to receive such communication from Lellalo, you may unsubscribe at any time by contacting the company via email.

### **5.2.3 Use of Cookies**

This website uses cookies. Cookies are small data files placed on your computer by the websites you visit and are widely used to enhance and/or enrich your experience. Cookies store your preferences and other information on your computer, saving you time on subsequent visits by eliminating the need to re-enter the same information.

The website [www.lellalo.com](http://www.lellalo.com) does not use cookies to identify you but only to allow this site to function better for you.

Cookies can be disabled/deleted at any time from your computer using your browser settings options.

### **5.2.4 Google Analytics**

We use Google Analytics cookies to collect information about how visitors use our website, which we then use to improve it. This information is primarily anonymous and includes the number of visitors to the site, where these visitors come from, and how often they have visited the site. Google has published information about privacy and data protection.

### **5.2.5 Third-Party Websites**

[www.lellalo.com](http://www.lellalo.com) is not responsible for the content of external links contained within it that lead to other websites, as well as for the measures taken by other companies that use their own terms and privacy policies.

### **5.3 Website Server**

All online traffic, such as the exchange of information and purchases between this website and your browser, is encrypted and transmitted via the HTTPS protocol using SSL.