

Privacy Policy

Last updated: December 09, 2024

This Privacy Policy describes how Martay (the "Site," "we," "us," or "our") collects, uses, and discloses your personal information when you visit, use our services, or make a purchase from martay.com (the "Site") or otherwise communicate with us regarding the Site (collectively, the "Services"). For purposes of this Privacy Policy, "you" and "your" means you as the user of the Services, whether you are a customer, website visitor, or another individual whose information we have collected pursuant to this Privacy Policy.

Please read this Privacy Policy carefully.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons. We will post the revised Privacy Policy on the Site, update the "Last updated" date and take any other steps required by applicable law.

How We Collect and Use Your Personal Information

To provide the Services, we collect personal information about you from a variety of sources, as set out below. The information that we collect and use varies depending on how you interact with us.

In addition to the specific uses set out below, we may use information we collect about you to communicate with you, provide or improve the Services, comply with any applicable legal obligations, enforce any applicable terms of service, and protect or defend the Services, our rights, and the rights of our users or others.

What Personal Information We Collect

The types of personal information we obtain about you depend on how you interact with our Site and use our Services. When we use the term "personal information," we are referring to information that identifies, relates to, describes, or can be associated with you. The following sections describe the categories and specific types of personal information we collect.

Information We Collect Directly from You

Information that you directly submit to us through our Services may include:

- Contact details, including your name, address, phone number, and email.
- Order information, including your name, billing address, shipping address, payment confirmation, email address, and phone number.
- Account information, including your username, password, security questions, and other information used for account security purposes.
- Shopping information, including the items you view, put in your cart, save into your account, loyalty points, reviews, referrals, gift cards, or purchases.
- Customer support information, including the information you choose to include in communications with us, for example, when sending a message through the Services.

Some features of the Services may require you to provide certain information directly. You may elect not to provide this information, but doing so may prevent you from using or accessing these features.

Information We Collect About Your Usage

We may also automatically collect certain information about your interaction with the Services ("Usage Data"). To do this, we may use cookies, pixels, and similar technologies ("Cookies"). Usage Data may include information about how you access and use our Site and your account, including device information, browser information, information about your network connection, your IP address, and other information regarding your interaction with the Services.

Information We Obtain from Third Parties

Finally, we may obtain information about you from third parties, including from vendors and service providers who may collect information on our behalf, such as:

- Companies who support our Site and Services, such as Shopify.
- Our payment processors, who collect payment information (e.g., bank account, credit or debit card information, billing address) to process your payment in order to fulfill your orders and provide you with products or services you have requested.
- When you visit our Site, open or click on emails we send you, or interact with our Services or advertisements, we or third parties we work with may automatically collect certain information using online tracking technologies such as pixels, web beacons, software developer kits, third-party libraries, and cookies.

Any information we obtain from third parties will be treated in accordance with this Privacy Policy. Also, see the section below, **Third Party Websites and Links**.

How We Use Your Personal Information

Providing Products and Services

We use your personal information to provide you with the Services, including to:

- Process payments.
- Fulfill your orders.
- Send notifications related to your account, purchases, returns, or other transactions.
- Arrange for shipping and facilitate any returns or exchanges.
- Create, maintain, and manage your account.

We may also enhance your shopping experience by enabling Shopify to match your account with other Shopify services that you may choose to use.

Marketing and Advertising

We may use your personal information for marketing purposes, such as:

- Sending promotional communications via email, text, or postal mail.
- Showing advertisements tailored to your preferences on our Site or other websites.

Security and Fraud Prevention

We use your personal information to detect and prevent fraudulent or malicious activities.

Communicating with You and Improving Services

We use your information to provide customer support and improve the quality of our Services.

Cookies

We use Cookies to enhance and personalize your experience on our Site. For details on managing Cookies, see our Cookie Policy at [Shopify Cookie Policy Link].

Mobile Terms of Service

Martay

Last updated: Dec 9, 2024

The Martay mobile message service (the "Service") is operated by Martay ("Martay," "we," or "us"). By consenting to Martay's SMS/text messaging service, you agree to receive recurring SMS/text messages from and on behalf of Martay through your wireless provider.

Opt-Out: Text STOP to unsubscribe.

Security and Retention of Your Information

We implement security measures to protect your personal information, but no system is completely secure.

Your Rights

You may have the right to access, correct, or delete your personal information, depending on your jurisdiction.

Contact

For any questions or concerns, contact us at:

- **Email:** hello@yerbamartay.com
- **Address:** 100 Belmore Rd, Riverwood NSW 2210