

# PRIVACY POLICY

LAST UPDATED 26/04/2023

IMPORTANT PLEASE READ THE PRIVACY POLICY CAREFULLY BEFORE CONTINUING

## 1. Introduction & Purpose

At Dira ([www.dirainternational.com](http://www.dirainternational.com)), we value your privacy. To put that into practice, we take reasonable steps toward protecting your privacy and managing your information.

This Privacy Policy describes the information we collect, where it comes from, how it's used, and how it is stored.

This Privacy Policy also includes information to help you understand how the choices you have can change the collection and usage of certain information and how you can contact us with questions or concerns.

By using this Website, contacting us, or providing any personal information, you signify your consent to this Privacy Policy, agree to comply with its terms, and consent to our collection and usage of your personal information as described in this Privacy Policy.

## 2. Scope

This Privacy Policy applies to any information we collect through channels, online or offline, concerning our operations, products, or services, as well as non-Website marketing contacts with you.

For your convenience, this Website may contain links to other websites. This Privacy Policy does not apply to any third-party website or service, and you should review the privacy policies of those sites before using them because other websites may not treat information collected online in the same manner as we do. Those privacy policies may include information about how to view, edit, download, or remove information or how to opt-out of certain practices. We are not responsible for the privacy practices, advertising, products, or content of those websites.

## **Updates and Changes**

If we decide to change our Privacy Policy, we will post those changes on this page.

If you are concerned about how your personal information is used, please visit our Website often for this and other important announcements and updates.

## **Problems/Questions**

If you have questions or concerns about our Privacy Policy, you may contact us at [love@dirainternational.com](mailto:love@dirainternational.com).

## **3. What Information We Collect**

This section includes a general description of the type of information we may collect about you. Those who wish to communicate with us but do not wish to provide personally identifiable information through the Website may contact us through email to [love@dirainternational.com](mailto:love@dirainternational.com).

Note that we treat sensitive information as may be required by applicable law.

We collect information , including:

- Name
- Email Address
- Mailing Address
- Billing Address
- PayPal Email Address
  
- Credit/Debit Card Information
  
- Age
- Gender
- Marital Status
- Religion and philosophical beliefs
- Race, ethnicity or national origin
- Sexual orientation
- Income Range
- Education
- Profession and/or position
- Employer
- Parent Status
- Other responses to surveys and questionnaires
- Sign-up source
- Date of account creation
- Date of account updates
- IP address
- Time stamp
- Device type
- Operating system
- Device settings
- Geo-location data
- User workflow progress
- Browser
- Email open clicks
- User ID
- User behavior
- Login history
- Order details
- Location
- Facebook ID
- Photo
- Language
- Country
- Timezone
- Birthday
- Your rating of our support
- Telephone number
- Testimonials
- Posts, comments, feedback and reviews
- Username and passwords
- Pictures or videos
- Recordings of user voice

- Health information, including medical, physical, emotional, mental, life story information
- Authentication or identification data
- Other information

Even if you do not submit personal information through the Website, we gather navigational information about where visitors go on the Website and information about the technical efficiencies of our Website and services (such as time to connect to the Website or time to download pages). This information allows us to see which areas of our Website are most visited and helps us better understand the user experience. This data helps us improve the quality of the Website by recognizing and delivering more of the features, areas, and services our visitors prefer.

In this process of gathering information, we may collect personally identifiable and non-personally identifiable information (such as domain type, browser type and version, service provider and IP address, referring/exit pages, operating system, date/time stamp, and click-stream data).

We may also create and use electronic records to compile statistics about how our visitors collectively interact with our Website by collecting, aggregating, and using information from or about you such as data about the type of browser and operating system used, which web pages you view, the time and duration of your visits to our Website, the search queries you use on this Website, whether you clicked on any items or links on the Website, whether you have clicked on any links in any emails sent from us or third parties on our behalf, whether you have chosen to opt-out of certain services or information sharing, and whether you have viewed or ordered certain products or services, to improve our products and services.

We may obtain information about you from outside sources. For example, we may obtain commercially available information about you from third parties, such as credit information to prevent fraud, or purchase email lists from third parties for advertising and marketing purposes.

## **4. How We Use Personal Information**

We collect personal information so that we can:

1. Operate and improve our Website
2. Operate our business

3. Improve our goods and services
4. Communicate with you
5. Ensure compliance with law and perform accounting, administrative and legal tasks

## **1. Operate and Improve our Website**

Here are some examples of what we mean by operate and improve our Website:

- Keep the Website running
- Personalize your website experience
- Provide support and respond to questions from users and Website visitors
- Maintain security of information and data
- Address network functioning, troubleshooting issues
- Prevent fraud
- Process payments
- Grant access to the Website
- Register user accounts
- Attribute content to the right person

## **2. Operate our Business**

Here are some examples of what we mean by operate our business:

- Keep Dira running
- Provide goods and services aligned with customer needs
- Comply with legal requirements
- Fulfill orders and deliveries
- Recruit team members
- Administer our business and keep proper records
- Engage in a sale of all or part of our business

## **3. Improve our goods and services**

Here are some examples of what we mean by improve our goods and services:

- Improve, personalize, and expand our website
- Personalize experiences
- Understand and analyze how you use our website
- Learn about users' needs
- Track traffic patterns and Website usage
- Customize our recommendations and promotions to you
- Develop new products, services, or features
- Measure, support, and improve our offerings

- Analyze trends and conduct research about improving our products and services

## **4. Communicate with you**

Here are some examples of what we mean by communicate with you, directly or through one of our partners:

- Provide customer service
- Email you, mail you, or contact you in other ways you approve, such as phone or text
- Provide updates and other information relating to the Website
- Send you marketing messages
- Send surveys, registration agreements and feedback forms
- Launch and operate promotions
- Suggest products or services of interest
- Contact you for research or informational purposes
- Enable online registration and provide customer service with respect to registration
- Email newsletters

## **5. Ensure compliance with the law**

- Prevent fraud
- Investigate atypical usage
- Investigate claims and/or legal actions, violations of law or agreements, and compliance with relevant applicable laws and legal process
- Comply with law
- Prevent fraud and reduce credit risks
- Cooperate with police and other governmental authorities when subject to judicial or administrative process (such as a subpoena) or as provided by law
- Respond to civil or criminal investigations, claims, or lawsuits
- Respond as we believe is necessary or appropriate to prevent physical harm or financial loss
- Protect the rights, property or safety of visitors to the Website or the public
- Resolve disputes

## **5. How We Share Personal Information**

We do not share your personal information outside the Company except as required by law or as disclosed elsewhere in this Privacy Policy.

## **6. How We Secure Information**

We believe in providing a safe and secure experience for all of our online visitors. To that end, we have implemented security measures to protect the information collected from you. We maintain reasonable physical and electronic safeguards designed to limit unauthorized access to your personally identifiable information and to protect you against the criminal misuse of that information.

While we use these security measures to protect your information, please remember that no data transmitted over the Internet or stored and used for business purposes can ever be completely secure. No security measures are perfect or impenetrable. We cannot guarantee:

- that your information will only be viewed by approved people
- that information you share will remain private
- that information you share will not become publicly available
- You can reduce the chances of these things happening by using a strong password, by not re-using passwords, and by protecting your devices against viruses and other malware.

### **Business Transactions**

If we sell our assets or merge with another company, or if our company goes out of business, user information used by the business will be one of our assets that might be transferred to our successor. You consent to that successor's use of your information, subject to the terms of this Privacy Policy.

### **Access and Choice**

You have choices about the information we collect.

If you do not want to agree to the ways we've said that we might use your personal information, your first and best step is to not submit any of that personal information to us.

If you do not want to receive emails that we send, including those with information or promotions, you can unsubscribe to those emails by clicking the unsubscribe link, responding with "unsubscribe," or contacting the "help" email address below.

If you do not want to receive other marketing materials from us or if you do not want us to share your personal information with other entities as described in this Privacy Policy, please send us your name, address, and email address, together with a statement that you want to opt-out from information sharing or receiving materials (or both).

Please send your information and request to:

[love@dirainternational.com](mailto:love@dirainternational.com)

## **7. Children's Personal Information**

This Website is not intended to be used by children under the age of 18. Children under the age of 18 may not use or submit any information to the Website, and their guardians should not permit them to do so. The Company does not seek to or intentionally collect any personal information from children under 18. If such a child or their guardian alerts us, we will take reasonable steps to delete any such information as quickly as is practical.