

# Privacy Policy

**Effective Date:** November 18, 2024

At Blue Fig, accessible from <https://www.bluefig.com>, your privacy is one of our top priorities. This Privacy Policy outlines the types of information we collect, how it is used, and your rights regarding your personal data.

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## 1. Information We Collect

### 1.1 Personal Information You Provide:

When you use our website, we may collect the following personal information:

- Name
- Email address
- Phone number
- Payment details (if applicable for purchases)
- Shipping and billing addresses
- Any other information you provide through forms or correspondence.

### 1.2 Automatically Collected Information:

We may automatically collect data such as:

- IP address
  - Browser type and version
  - Pages visited and time spent on our site
  - Device type and operating system
  - Cookies and other tracking technologies.
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## 2. How We Use Your Information

We use the information we collect for purposes such as:

- Providing and improving our products and services
- Processing orders and transactions
- Responding to your inquiries and requests
- Sending updates, promotions, or marketing communications (you can opt out at any time)
- Analyzing website usage to improve user experience
- Complying with legal obligations.

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### 3. Sharing Your Information

We do not sell or rent your personal information. However, we may share your data in the following cases:

- **Service Providers:** With trusted third parties who assist in operating our website, processing transactions, or delivering services.
- **Legal Requirements:** When required by law or to protect our legal rights.
- **Business Transfers:** In connection with mergers, acquisitions, or sales of our business assets.

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### 4. Cookies and Tracking Technologies

We use cookies to enhance your experience on our website. Cookies are small files stored on your device to remember preferences or track activity. You can manage cookie settings through your browser.

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### 5. Your Data Rights

Depending on your location, you may have the following rights regarding your personal data:

- Access, correct, or delete your personal information
- Opt out of marketing communications
- Restrict processing of your data
- Data portability
- File a complaint with a relevant data protection authority.

To exercise these rights, contact us at [info@bluefig.com](mailto:info@bluefig.com).

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### 6. Security of Your Information

We implement appropriate security measures to protect your data. However, no system can guarantee absolute security. Please notify us immediately if you believe your data has been compromised.

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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 sites and encourage you to read their privacy policies.

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## **8. Updates to This Privacy Policy**

We may update this policy from time to time. Any changes will be posted on this page, and the "Effective Date" will be updated accordingly.

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## **9. Contact Us**

If you have any questions about this Privacy Policy or how your data is handled, please contact us at:

### **Blue Fig**

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