PRIVACY POLICY
Effective as of Today:

We take data privacy seriously. This privacy policy explains who we are, how we collect, share and use Personal Information, and how you can exercise your privacy rights.

We recommend that you read this privacy policy in full to ensure you are fully informed.

If you have any questions or concerns about our use of your Personal Information, then please contact us using the contact details provided.

To the extent we provide you with notice of different or additional privacy policies, those policies will govern such interactions.

This Privacy Policy describes the privacy practices of Boa Novelty Feather Corp in connection with our website https://boanoveltyfeather.com and mobile application as well as any other website or mobile application that we own or control as well as our showrooms and related services, visit or talk to us on our social media pages (the\_house\_of\_feather\_miami), contact our customer service direct line (305-633-8586) by calling or text messages, interact or communicate with us related to any of these services and the rights and choices available to individuals with respect to their information.

INFORMATION WE COLLECT FROM YOU
We collect personal information you provide to us directly or from a third party acting on our behalf. Personal information you may provide to us through the Service or otherwise includes:

Contact data, personal or business contact information such as your first and last name, email and mailing addresses, phone number, professional title and company name.

Registration data, such as information that you provide to register for an account.
Data about others for whom you purchase an item or gift, such as name, delivery address and phone number. Please do not purchase a gift for someone or share their contact information with us unless you have their permission to do so.
Communications, such as information you provide when you contact us with questions, feedback, survey responses, or otherwise correspond with us,
Marketing data, such as the email address or contact details that we use to send marketing communications and your preferences for receiving communications about our activities, events, sweepstakes and contests.
Purchase data, including your order history and information needed to process and fulfill your order, including order details, billing address, and delivery address.
Returns data or exchange data as related to the transaction
Marketing email list data:  If you join our marketing e-mail list, we will collect your e-mail address, and when we send marketing e-mails to you, we (or our vendors working on our behalf) will collect information such as your reaction to our marketing, whether you open or share our e-mails, how long you engage with them, and whether you click the links in the e-mails.
Customer service contact:  When you contact our Customer Service agents by e-mail, chat, phone, Social Media or via contact forms we provide for that purpose, we will collect (and you expressly consent to our doing so) any personal details and other content that you provide to us, which may include, without limitation, your name, e-mail address, postal address, IP address, geolocation data, and if you contact us via Social Media, your social media handle, your profile photo and any other publicly available information.
Other information that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.
Data from other sources.

HOW WE USE YOUR PERSONAL INFORMATION
We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection and as limited by law.  We may use your information to provide Services to you including fulfilling orders and for direct marketing to make the content you view more relevant.  This includes:

To provide, operate and improve the Service, such as to enable you to make purchases of items that we have listed on the Sites;
To establish and maintain your account on the Service;
To communicate with you through e-mail, text messaging, cloud-enabled voice services or other means and devices regarding your account, your purchases (including, without limitation, delivery or shipping-related information), your returns, or your other uses of our Services

including, for example, to send you product updates and availability of previously out-of-stock items
To provide customer support and maintenance for the Service including to respond

to your inquiries, resolve your problems and concerns, and for other Customer Service purposes, including, without limitation, for business purposes such as record keeping, quality assurance, training purposes and to improve our Customer Service operations
To facilitate your login to the Sites via third party platforms, such as Google and Facebook.
For direct marketing purposes:   If you are an existing customer (for example, if you have placed an order with us), we may use the Personal Data you provided to send you marketing communications about our products or services, where permitted by applicable law (unless you have opted out). In other cases, we ask for your consent to send you marketing information. We may use the information that you provide to us, as well as information from our other products or services, such as your use of Boa Novelty Feather’s website, to personalize communications and advertisements regarding our products and services that may be of interest to you. For registered users, this may include data collected from your interactions with our website or social media, that are associated with your account.. You will have the ability to opt-out of our marketing and promotional communications as described in the Your Choices section below.
To comply with legal obligations, lawful requests, and legal process, such as subpoenas or requests for government authorities and as part of our general business operations, and for other business administration purposes
In some cases we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

HOW WE SHARE YOUR PERSONAL INFORMATION
We may share your personal information with the following third parties and as otherwise described in this Privacy Policy or at the time of collection:
 Affiliates. Our subsidiaries and affiliates, for purposes consistent with this Privacy Policy.
Companies providing services on our behalf. Companies and individuals that provide services on our behalf or help us operate the Service or our business (such as order fulfillment, shipping, payment processing, customer support, hosting, analytics, email delivery, marketing, database management services, returns processing and risk and fraud mitigation).
Advertising partners. Third party advertising companies that collect information about your activity on the Site and other online services to help us advertise our services, and/or use hashed customer lists that we share with them to deliver ads to them and similar users on their platforms.
Payment service providers. We may use third-party payment service providers to process payments made through the Services. If you wish to make a payment in connection with your use of the Services, your personal information will be collected by such a third-party payment service provider and not by us, and thus will be subject to the third party’s Privacy Policy rather than this Privacy Policy.
Third party platforms. Social media and other third party platforms that you connect to the Service, such as when you use options to access the Service by logging into a social media platform. Please note, we do not control the third party’s use of your personal information.
General public and other Site or App users. Your user name and any information, including, without limitation, reviews, comments, and text will be available to, and searchable by, the public and other users when you disclose personal information that is to be viewed by other users or the public. For instance, you may be able review a product that you purchased, and we will display your name along with the content you submit. We do not control how other users or third parties use any personal information that you make available to them. Please be aware that any information you post publicly can be cached, copied, screen captured or stored elsewhere by others (e.g., search engines) before you have a chance to edit or remove it.
Professional advisors. Professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.
Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate to comply with law or for the compliance, fraud prevention and safety purposes described above.
Business transferees. We may sell, transfer, or otherwise share some or all of your personal information in connection with or during negotiation of any merger, financing, acquisition or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets, or in the event of an insolvency, bankruptcy, or receivership.

Third-party platforms or social media networks. If you choose to create an account through or connect the Service with another third-party platform, you may have the ability to limit the information that we may obtain from the third-party at the time you log in to the Service using the third-party’s authentication service or otherwise connect your account. You may also be able to control your settings through the third-party’s platform or service after you have connected your accounts.

SECURITY PRACTICES
The security of your personal information is important to us. We employ a number of organizational, technical and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

CHANGES TO THIS PRIVACY POLICY
We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Sites. If required by law we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via e-mail or another manner through the Service.

HOW TO CONTACT US
Please direct any questions or comments about this Policy or privacy practices to info2boanoveltyfeather.com our legal department will help you. You may also write to us via postal mail at:

Boa Novelty Feather Corp.

Attn: Legal - Privacy

1121 NW 29th Street
Miami FL 33127

Personal information that we collect, use and share. We do not sell personal information. As we explain in this Privacy Policy, we use cookies and other tracking tools to analyze website traffic and facilitate advertising. We also work with third party advertising and social media companies like Google, Instagram and Facebook that collect your device data and online activity data from individuals who visit our website to help deliver interest-based ads to you.

Information. You can request information about how we have collected, used and shared and used your Personal Information during the past 12 months.
The categories of Personal Information that we have collected.
The categories of sources from which we collected Personal Information.
The business or commercial purpose for collecting and/or selling Personal Information.
The categories of third parties with whom we share Personal Information.
Whether we have disclosed your Personal Information for a business purpose, and if so, the categories of Personal Information received by each category of third party recipient.
Whether we’ve sold your Personal Information, and if so, the categories of Personal Information received by each category of third party recipient.
Access. You can request a copy of the Personal Information that we have collected about you during the past 12 months.
Deletion. You can ask us to delete the Personal Information that we have collected from you.
You are entitled to exercise the rights described above free from discrimination in the form of legally prohibited increases in the price or decreases in the quality of our Service.

YOUR CHOICES
Like many companies online, we use services provided by Google, Facebook and others companies that use tracking technology. Your choices for opting out of these companies’ use of your personal information for interest-based advertising include:

Blocking cookies in your browser. Most browsers let you remove or reject cookies, including cookies used for interest-based advertising. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit allaboutcookies.org.
Blocking advertising ID use in your mobile settings. Your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

CHANGES
Information about the cookies we use may be updated from time to time, so please check back on a regular basis for changes.