**Santa Fe Authentic LLC**

**Privacy Policy**

**Last Revised: March 13th, 2019**

Here at Santa Fe Authentic LLC (“**SFA**”, also referred to herein as “**We**”, “**Us**”, or “**Our**”), protecting your privacy is our priority. For this reason, we collect and use personal information only as it might be needed for us to provide customers (each a “**User**” and collectively “**Users**”) access to our e-commerce website and its features, including the listings for products being sold by independent artists (the “**Site**”), and to improve the browsing and purchasing experience for you and other Users of the Site (collectively the “**Services**”).

Our Privacy Policy is intended to describe what data we collect, how we collect it, and how, when, and why we use your personal data. It also describes options we provide for you to access, update, or otherwise assume control of your personal data that we process.

By providing us with your personal information, you are consenting to the terms and conditions of this Privacy Policy. Please read it carefully. If you have any questions about our data collection or use practices or want to better understand your rights under this Privacy Policy, please contact us at:

Santa Fe Authentic LLC

317 Commercial St. NE, Ste. A, PMB 580

Albuquerque, NM 87102

Email: Info@santafeauthentic.com

Phone: (505) 819-3643

**How and why we collect your personal information**

We at SFA are defined by the General Data Protection Regulation (GDPR) as a “data controller”. This means that we collect your personal information for our own use in order to provide you full access to the Site and to provide our Services to you or for your benefit. Most of the personal information we collect is provided directly by you when you create an account through the Site or when you otherwise provide information to us when registering for or purchasing our Services, including the ability to browse, review, and purchase products. For example, we collect your contact, shipping, billing, and credit card information when you place an order. This information is used to allow us to charge you for the product(s) you are purchasing. This also allows us to transmit your shipping information to the artist(s) who created and produced the product(s) you choose to purchase so that they can directly ship said product(s) to you. As another example, we may collect location data and other basic user-provided information from all our Users to allow us to improve the Site and tailor future design implements to our Users’ unique needs.

Information you might be expected to provide includes:

* Full Name
* Home Address
* Telephone Number
* Date of Birth
* Email Address
* Credit card, bank account, or other payment information

Information about your computer hardware and software or mobile hardware and operating system may be automatically collected by us when you use our website or mobile application. This information might be stored in cookies or log files and might include:

* Your IP Address
* Information about your web browser
* Dates and times at which you accessed our website or other web services
* Specific pages within our website that you visit
* Device identifiers
* Location information
* Language preferences
* Data stored in existing cookies
* The addresses of websites that referred you to us.

We collect your personal information for the limited purpose of providing the Site and our Services to you and our other Users, allowing you and them to browse, view, and purchase products for sale. We also collect your personal information to allow us to tailor our current and future Services to better meet your needs and preferences, as well as to better understand how you and others use the Site so as to refine it and create an ever-improving user experience. Lastly, we collect your personal information to facilitate payment for your access to the Site and our Services. We do not market or sell your personal information to third parties.

**Use of Cookies**

Our website may use “cookies” to help personalize and enhance your online experience. Cookies are small text files, generally made up of letters and numbers, that are placed on your computer, tablet, mobile phone, or other device when you visit a web page. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

When you visit a webpage and enter personal information (e.g., your name, email address, etc.), that information is packaged into a cookie which is then sent to your browser and saved for later use. On subsequent visits to the same website, your browser will send that cookie back to the web server that issued it, thus identifying you and the information you already provided to that website on previous visits. Cookies exist largely as a convenience feature, though other websites and internet-based services may use cookies for purposes such as tracking customer use of their services and providing targeted advertising to customers based on the data contained in cookies.

You have the ability to accept or decline cookies by activating the setting on your web browser that allows for you to refuse some or all cookies. Most web browsers automatically accept cookies by default, but almost all web browsers allow for limiting cookies to select websites or declining cookies altogether. If you choose to decline cookies issued by our website or by all websites, you may not be able to fully experience the interactive features of our website, including the ability to “log in” and remain logged in as a registered user.

For more information, please refer to our Cookie Policy.

**Certain disclosures not covered by this Privacy Policy**

This list of personal information and our Privacy Policy does not include or contemplate information you voluntarily disclose through responses or replies to any blog or public forum that we may decide to implement in the future or that is provided by a User on their own website or other venue. When you make such disclosures, you are providing your personal information to any user or other third party with access to those features, including, potentially, the general public. Any use of such information by third parties is beyond our ability or responsibility to control.

We encourage you to review the privacy policies of websites you choose to visit so that you can understand how those other websites collect, use, and share your information.

Here at SFA, we take great care to ensure that our data processing partners handle your personal information responsibly, in compliance with all applicable laws and regulations, and in keeping with the principles of the EU-U.S. Privacy Shield program. However, we are not responsible for the privacy policies or other content of websites unrelated to or uncontrolled by SFA, including those websites owned, operated by, or created by third parties on behalf of or for the benefit of our Users.

**How and why we use your personal information**

We strongly believe in using personal information only as necessary to provide you with our Services and with the best possible user experience. To that end, we may use your personal information to provide you with access to the Site and its features, to provide third-party artists with only that information which is reasonably necessary to fulfill any orders you make on our Site, and to understand how you and others use our Site so that we can improve it and provide a better user experience for you and others.

We may share your data with select trusted partners of ours, considered by the General Data Protection Regulation (GDPR) to be “data processors”, to help facilitate payments, perform statistical analysis, send you email or postal mail, or provide client support. Any such third parties with whom we share your personal information are prohibited by contract from using your personal information for any purpose other than to provide these services to us or to you on our behalf, and such third parties are required by contract to maintain the confidentiality of your personal information.

In order to tailor our services to your needs, we may use your personally identifiable information to inform you of other products or services available from us or the artists featured on our Site. We may also contact you via surveys to conduct research about your opinion on our current Services or potential new services that we may offer. We respect your privacy and give you an opportunity to opt-out of receiving these communications. You may, at any time, opt out of receiving any or all communications from us by contacting us here:

* Email: Info@santafeauthentic.com?subject=Unsubscribe

We will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal processes to which SFA may become a party; (b) protect and defend SFA’s rights under the law; and (c) act under exigent circumstances to protect the personal safety of our other users, our clients, or the general public. For example, if a visitor to our website submits a comment or inquiry through our website’s built-in contact form expressing an intent to cause physical harm to themselves or others, we may proactively inform law enforcement to protect the public interest.

**Security of your Personal Information**

We take great effort to secure your personal information and justify the trust you have placed in us. Our website and other data processes meet or exceed industry standards and include the use of 256-bit Secure Sockets Layer (SSL) protection. The use of SSL technology encrypts data transmitted between you and our website and other web services. When we transmit your personal information to other websites or web-based services (e.g., payment processors), it is similarly encrypted.

**Your Rights to Control your Personal Information**

The General Data Protection Regulation (GDPR) provides rights to citizens and residents of the European Union (EU) to control their data. We encourage you to learn more about GDPR and better understand your rights by visiting the GDPR Portal at: <https://www.eugdpr.org/>. We believe in the fundamental purpose of GDPR and have chosen to honor those rights for all of our users and clients, regardless of where they live. Under GDPR and this Privacy Policy, you have the right to:

1. **Data Breach Notification**. We will inform you and the relevant legal authorities within seventy-two (72) after we are made aware of a data breach that includes your personal information.
2. **Right to Access and Data Portability.** You have the right to ask us what data we have collected about you, with whom we have shared or may share that data, where your data is being stored, and for what purpose we have collected and are using that data. Many of the answers to those questions can already be found in this Privacy Policy. You may also request a digital copy of any personal information we have collected from you in a format of your choosing, including a machine-readable format, and you may request that we send such a copy to another party of your choosing.
3. **Right to be Forgotten.** You may request that we stop using the personal information we collect from you, stop transmitting it to third-party data processors, and erase it from our records and databases. In most cases, we will simply grant this request. In some limited circumstances, such as when we are contractually required to provide Services to you and need the personal information we have collected to do so, we may delay granting your request until such time as it is feasible for us to stop using your personal information and erase it. We may also deny your request if your personal information is the subject of a valid law enforcement request or preservation and/or disclosure of your personal information is required by law or by order of a court of law.

**Persons under Eighteen**

We do not knowingly collect personally identifiable information from children under the age of thirteen (13) years. We may collect personally identifiable information from children under the age of eighteen (18) years only with written permission from their parents or legal guardians and in the performance of Services. If you are under the age of eighteen (18) years, you must ask your parent or legal guardian for permission to use this website.

**Changes to this Statement**

We will occasionally update this Privacy Policy based on user feedback and changes to the legal and regulatory requirements imposed on us. For example, this latest iteration of our Privacy Policy has been updated to comply with the General Data Protection Regulation (GDPR), better explain how we collect and use your data, and inform you of your rights to control your data. While we try to inform our users (particularly our clients) when we make changes to this Privacy Policy, we encourage you to regularly review it.

**Contact Information**

We welcome your questions or comments regarding this Privacy Policy. If you have suggestions or believe we may have violated this Privacy Policy, or for more general inquiries, you may contact us at:

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317 Commercial St. NE, Ste. A, PMB 580

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Effective as of March 13th, 2019