

Eyemagnet Limited

Privacy & Cookies Policy

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Last updated: 18 March 2025

At Eyemagnet, we value your privacy. This policy explains how we collect, use, and protect your information when you visit our website and use our services.

1. Information We Collect

We may collect the following personal and browsing information:

- **Personal details:** Name, email address (if you provide it).
- **Website usage data:** Pages visited, time spent on the site, actions taken (e.g., form submissions).
- **Marketing interactions:** How you engage with our ads, emails, and content.

We use third-party tools like Google Analytics, Google Ads, and HubSpot to understand website performance and improve your experience. These tools may collect data as described in their own privacy policies.

2. How We Use Your Information

We collect and use your data to:

- ✓ Improve our website and services.
- ✓ Respond to inquiries and provide support.
- ✓ Track and analyse website traffic.
- ✓ Run targeted advertising and retargeting campaigns.
- ✓ Send relevant marketing emails (only if you opt-in).

We process your data based on your consent, our contractual obligations, or legitimate business interests, such as improving our website and running relevant advertising. Your rights and freedoms are always a priority.

3. Cookies & Tracking

Like most websites, we use cookies (small files stored on your device) and similar technologies to enhance your experience.

Types of Cookies We Use:

- **Essential Cookies:** Ensure our website functions correctly.
- **Analytics Cookies:** Help us track website traffic and understand user behaviour.
- **Marketing Cookies:** Personalise ads and run targeted marketing campaigns.

Your Choices:

- Manage cookies in your browser settings.
- Opt out of Google Ads tracking via [Google's Ads Settings](#).
- Unsubscribe from marketing emails anytime via the "unsubscribe" link in our emails.

Your Consent

We use cookies to improve your experience. Our cookie banner allows you to set your preferences. By continuing to use our site after the banner appears, you consent to our use of cookies. You can manage your settings anytime via the banner or your browser.

A Quick Note About Ad Blockers

We work hard to provide a great experience for all users. If you're using an ad blocker or have disabled certain cookies, some features of our website may not work properly. Enabling cookies or disabling your ad blocker can help ensure a smooth experience.

4. Data Retention

We retain personal data for as long as necessary to fulfil the purposes outlined in this policy, unless a longer retention period is required or permitted by law.

- **Marketing** data is retained until you unsubscribe.
- **Analytics** data is retained as needed to measure website performance.
- **Personal** data is kept while we have an ongoing relationship with you or as legally required.

If you request deletion of your data, we will remove it from our systems unless we are required to keep it for legal, security, or business reasons.

5. Data Sharing

We may share your data with trusted third-party service providers who assist us with:

- Website hosting and security
- Analytics and performance tracking
- Marketing and advertising services

These providers are contractually required to protect your data and cannot use it for their own purposes. We do not sell your data to third parties.

6. How We Protect Your Data

Your security is our priority. We:

- 🔒 Use industry-standard encryption protocols (SSL/TLS) to protect your data during transmission.
- 🔒 Securely store data on our servers.
- 🔒 Restrict access to authorized staff only.
- 🔒 Allow you to request data deletion anytime.

7. Your Rights

You have the right to:

- ✅ Request a copy of your personal data.
- ✅ Ask for corrections if the data is incorrect.
- ✅ Request deletion of your data.

To exercise your rights, contact us at support@eyemagnet.com or call **+64 9 470 1429**.

8. Children's Privacy

Our website and services are not intended for children under 13. We do not knowingly collect personal information from children under 13.

If you believe a child has provided us with personal data, please contact us immediately at support@eyemagnet.com. We will take steps to delete the information.

9. Changes to This Policy

We may update this policy as needed. Any changes will be posted here with a new "Last Updated" date.

If you have questions about your privacy, please reach out to us!

Contact:

 Email: support@eyemagnet.com

 Phone: +64 9 470 1429