

Privacy Policy – Miaamor Candle

Effective Date: 2025.05.18

Company Name: Miaamor Candle Kft.

Registered Office: Ráday utca 8., 2112 Veresegyház, Hungary

Email: miaamor@miaamorcandle.com

Company Registration Number: 13-09-237984

Tax Number: 32719642-2-13

1. Introduction

Your privacy is of the utmost importance to us.

Miaamor Candle Kft. is committed to handling your personal data responsibly, transparently, and in full compliance with the **General Data Protection Regulation (GDPR – EU 2016/679)** and **Hungarian privacy laws**.

This Privacy Policy outlines what personal data we collect, how we process it, with whom we share it, and what rights you have as a data subject.

2. What personal data do we collect?

When you browse, register, or purchase on our website, we may collect the following data:

- Full name
- Email address
- Billing and shipping addresses
- Phone number (if provided)
- IP address and browser/user agent data
- Purchase history and order details
- Payment method (Note: We do **not** store full credit card details)
- Newsletter subscription status
- Consent preferences (e.g. marketing consent)

We may also collect anonymized technical information using cookies (see Section 7).

3. Why and how do we use your personal data?

We process your data only for specific and lawful purposes, including:

- **Order processing** and delivery
- **Issuing invoices** and fulfilling legal/tax obligations
- **Customer service** communication (e.g. order issues, returns)
- **Marketing communication**, if you have given prior consent
- **Website optimization** and analytics
- **Fraud detection and website security**

We will not use your data for any purpose incompatible with the above without informing you and obtaining your consent if required.

4. Legal basis for processing

We process your personal data based on:

- **Contractual necessity** – to fulfill your purchase and deliver products
 - **Legal obligations** – for accounting, tax, and compliance with consumer law
 - **Consent** – for marketing and newsletters (you may withdraw at any time)
 - **Legitimate interest** – for improving customer experience, maintaining website functionality, and protecting against fraud
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5. How long do we retain your data?

We retain your personal data only as long as necessary for the purposes outlined above or as required by applicable laws. For example:

- **Accounting and invoicing data:** up to **8 years** (in accordance with Hungarian tax regulations)
- **Order history:** up to **5 years** for warranty, customer service, and regulatory purposes
- **Marketing consent and subscription status:** until you withdraw your consent (opt-out)

After the retention period ends, data is securely deleted or anonymized.

6. Who has access to your data?

Your personal data is treated as confidential and never sold to third parties.

We may share data **only with trusted service providers** who assist in the operation of our webshop, under strict data processing agreements.

These include:

- **Shipping and logistics providers** (e.g. GLS, Magyar Posta)
- **Payment processors** (e.g. Stripe – fully PCI DSS compliant)
- **Accounting services** (for issuing invoices and financial reporting)
- **Website hosting & analytics services** (e.g. WordPress, Google Analytics)
- **Email marketing providers** (e.g. MailerLite or Mailchimp – if applicable)

All third parties are **GDPR-compliant** and are only authorized to process data for specified purposes.

7. Cookies and Analytics

Our website uses **cookies** to ensure smooth functionality and improve your experience.

Types of cookies we use:

- **Essential cookies** – Required for basic operation (e.g. shopping cart)
- **Performance cookies** – Help us understand website usage and optimize content
- **Marketing cookies** – Used for personalized ads (e.g. Facebook Pixel, Google Ads)

When you visit the site, a **cookie banner** will appear asking for your consent.

You may update or withdraw your cookie preferences at any time in your browser settings or via the cookie consent tool.

8. Your rights under the GDPR

You have the following rights regarding your personal data:

- **Access** – Request a copy of the data we hold about you
- **Correction** – Update inaccurate or incomplete data
- **Deletion** – Ask us to delete your data (where legally possible)
- **Restriction** – Limit processing in certain circumstances
- **Data portability** – Request transfer of your data to another service provider
- **Withdraw consent** – Opt out of marketing at any time

- **Lodge a complaint** – Contact the **Hungarian Data Protection Authority (NAIH)** if you believe your rights are violated:
<https://www.naih.hu>

To exercise any of these rights, email us at **miaamor@miaamorcandle.com**. We will respond within **30 days**.

9. Data Security

We implement appropriate technical and organizational measures to protect your data, including:

- Encrypted website connection (SSL/TLS)
- Secure payment gateways (Stripe, bank transfer)
- Restricted internal access to customer data
- Regular platform updates and security checks

Despite our efforts, no system can be guaranteed 100% secure. We commit to informing you of any data breach as required by law.

10. International Transfers

Your data is stored and processed within the **European Economic Area (EEA)**.

If a service provider processes data outside the EEA, it will only be transferred if:

- The destination country ensures an adequate level of protection (as per EU law), **or**
 - The processor has signed **EU Standard Contractual Clauses (SCCs)** or equivalent legal safeguards.
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11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect legal, technical, or business developments.

The latest version will always be available at:

<https://miaamorcandle.com/privacy-policy>

Please check this page periodically for updates.

Thank you for trusting Miaamor Candle.

Your privacy, safety, and peace of mind are at the heart of everything we do. 