Effective Date: 12/20/2024  
  
**Introduction**  
Safire Lux, respects your privacy and is committed to protecting it through this Privacy Policy. This document outlines how we collect, use, and safeguard your information when you visit our website [www.safirelux.com](http://www.safirelux.com) or interact with us.  
  
**1. Information We Collect**  
We collect the following types of information:

* **Personal Information:** Includes your name, email address, shipping and billing address, phone number, and payment details when you place an order or sign up for our newsletter.
* **Non-Personal Information:** Includes browser type, IP address, device information, and browsing behavior collected through cookies and similar technologies.  
    
  **2. How We Use Your Information**  
  We use the information we collect to:
* Process and fulfill your orders.
* Provide customer support.
* Send promotional emails and updates about Safire Lux.
* Improve the functionality and content of our website.
* Comply with legal obligations.  
    
  **3. Sharing Your Information**  
  We do not sell or rent your personal information. However, we may share your information with:
* **Service Providers:** Third-party vendors who assist with payment processing, shipping, and Website functionality.
* **Legal Obligations:** When required to comply with laws or protect our rights.  
    
  **4. Cookies and Tracking Technologies**  
  We use cookies to enhance your browsing experience. Cookies help us understand your preferences and improve Website functionality. You can adjust your browser settings to refuse cookies, but this may affect the Website’s performance.  
    
  **5. Data Security**  
  We implement security measures to protect your personal information. However, no online platform is 100% secure, and we cannot guarantee absolute security.  
    
  **6. Your Rights**  
  Depending on your location, you may have the right to:
* Access and update your personal information.
* Request the deletion of your data.
* Opt-out of marketing communications.  
    
  To exercise these rights, contact us at [info@safirelux.com](mailto:info@safirelux.com).   
    
  **7. Compliance with GDPR and CCPA**  
  We use tools to help ensure compliance with the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). This includes measures to safeguard your data, honor your rights to access or delete personal information, and provide transparency about data usage.  
    
  **8. Third-Party Links**  
  Our Website may contain links to third-party websites. We are not responsible for the privacy practices of these websites and encourage you to review their policies.  
    
  **9. Updates to This Privacy Policy**  
  We may update this Privacy Policy periodically. Changes will be posted on this page with an updated "Effective Date."  
    
  **10. Contact Us**  
  For questions about this Privacy Policy or your personal information, contact us at:  
    
  Safire Lux  
  Email: info@safirelux.com