

Privacy Policy

Royal Asscher of America
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Dear Visitor:

www.royalasscher.com "Website" is a site which is operated by Royal Asscher of America and its subsidiaries (collectively, "Royal Asscher.", "we", "us", "our",).

For the purpose of the applicable data protection legislation, the data controller is Royal Asscher of 10 West 46th street, Suite 1005, New York, New York 10036.

We are committed to protecting and respecting your privacy. We want you to know how we use and protect the personal information you give us. This policy ("Privacy Policy") sets out how we use and protect any personal information that you give us when you use this Website. If you have any questions about this policy or do not agree with it, please contact admin@royalasscher.com

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure you are happy with any changes. This policy is effective from February 1, 2012.

What information do we collect?

In general, you can use this Website without giving us any information. However, additional services may be available if we have certain information about you. We may collect the following information:

- billing information, transaction and credit card information (should you make a purchase with us);
- if you contact us, we may keep a record of that correspondence; and information regarding your personal or professional interests, demographics, experiences with our products and contact preferences in order to provide you with further correspondence about our products and services.

What do we do with the information we collect?

We use this information to provide you with a better service, and in particular for the following reasons:

- internal record keeping;
- – to improve our products and services;
- – to communicate with you by email, telephone or post if you have ordered or purchased products from us, either regarding the order or
- purchase or other matters regarding transactions between us or your customer relationship with us;
- – if you have purchased a product or requested a catalogue from us, you will be placed on the Royal Asscher mailing list and will receive
- periodic e-newsletter from us (if you do not wish to receive e-newsletters from us you may opt out at the bottom of that newsletter and you will
- be removed from our mailing list);
- – to contact you by email, telephone, in order to share information with you about our products, services and events that may be of interest to you;
- – to contact you for market research purposes, if you have not objected to such use. Please note that you can object to the use of your data for market
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- **Who do we share this information with?**
- We will not transfer or disclose your personal information to third parties other than to:
 - the third party suppliers and vendors we engage to help us run our business;
 - a purchaser or potential purchaser of our business,

unless we have your permission or are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply other agreements; or to protect the rights, property or safety of Royal Asscher, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction within the framework of the relevant data protection law.

Given that we are an international company, this process may include sending personal information to other countries, whose data protection laws may not be the same as may exist in your country of residence. However, we have taken appropriate steps to ensure a responsible and high level of protection for the processing carried out in all countries in which we operate. Please see the section on 'Security and storage' below.

How to get copies of or amend the information we have collected?

You may request details of personal information which we hold about you under the applicable data protection legislation. If you would like a copy of the information held on you please write to support@royalasscher.com

If you think any information we have about you is incorrect or incomplete, or you wish to have your details removed from our contact database please write to support@royalasscher.com as soon as possible. We will correct or update any information as soon as possible.

Security and storage

In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect on line.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone..

All information provided through our Website, is stored on servers located in the USA and/or EU. Such information will be processed by staff operating in the USA who work for Royal Asscher. Such staff may be engaged in, among other things, the fulfillment of your order, the processing of your payment details and the provision of support services. By submitting your personal information, you agree to this transfer, storing or processing. Royal Asscher will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Linking

We may link to other websites which are not within our control. When we do this, we will try and make it as clear as possible that you are leaving our Website. We are not responsible for these websites in any way.

Once you have left our Website, we cannot be responsible for the protection and privacy of any information which you provide. You should exercise caution and look at the privacy statement applicable to the website in question.

Cookies

We use cookies for certain areas of our Website, including but not limited to session cookies, persistent cookies and web beacons. Cookies are files that store information on your hard drive or browser that allow our Website to recognize that you have visited our Website before. They make it easier for you to maintain your preferences on the Website, and by seeing how you use the Website, we can tailor the Website around your preferences and measure usability of the Website. We use cookies to:

- Record your session information (such as the particular Products you purchase from our Website);
- Record your specific information on the web pages you select to view; and
- Retain your answer to our question regarding residency.

You can, should you choose, disable the cookies from your browser and delete all cookies currently stored on your computer. On Microsoft Internet Explorer, this can be done by selecting "Tools/Internet Options" and reviewing your privacy settings or by selecting "delete cookies". However please note that this may prevent you from taking full advantage of the Website. You can find out how to do this for your particular browser by clicking "help" on your browser's menu or by visiting www.allaboutcookies.org. No information obtained from cookies from which individual customers can be identified will be used by us for marketing purposes.