

**PRIVACY POLICY**  
Effective from: 08.05.20

We at Studio Querencia have the utmost regard for the privacy of our users and the relationship we share with them. Our Privacy Policy here describes our privacy practices with respect to information collected through our website [www.studio.querencia.co](http://www.studio.querencia.co)

**Changes to this Privacy Policy**

As our site continues to develop, we may add new services and features to it which may inturn affect our Privacy Policy. Alternatively, if any other changes in our privacy practices or applicable laws necessitate changes to the Privacy policy, this document will be updated accordingly. If we make a material change in the way we use your personal information, we will provide prominent notice of the change on the site. We will not, however, materially change our policies and practices to make them less protective of personal information we have previously collected from you without your express consent.

By using our site, you are accepting the practices described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Sites. We reserve the right to modify or amend the terms of our Privacy Policy from time to time without notice.

The privacy policy only extends to the information you provide to us or the information otherwise collected by us through your usage of the Sites (see Terms of Use), and does not extends to the information procured through other mediums such as phone, postal service, emails, etc.

**Data Collected:**

We collect two basic types of data:

1. **Personal information**, which is any information that exclusively identifies you. Personally identifiable information may include, but is not limited to:
  - a. First and last name
  - b. Email Address
  - c. Telephone Number
  - d. Zip Code
  - e. Cookies and usage data (Shouldn't be a part of the personal information, right?)

This information is directly provided to us by you by filling in our form on the "Contact Us" page. We may use your Personal information to contact you for answering your query and for newsletters and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link.

2. **Non-personal information**, which is information that does not exclusively identify you but is related to you nonetheless such as, information about **your interests, demographics (e.g., age, gender, 5-digit zip code)** and use of the site. In addition to any information you provide directly to us, we and our third party service providers may use a variety of technologies that automatically collect certain non-personal information when you interact with the site or emails sent to you, including the following:
  - a. **Usage Data:** We may collect information that your browser sends whenever you visit our site through any device. This data may include information such as the pages of our site that you visit, the time and date of your visit, the time spent on those pages and other diagnostic data.

- b. **Device Data:** When you access our site with a device, we may collect data pertaining your device such as the type of device you use, your device unique ID, the IP address of your device, your device operating system, the type of Internet browser you use, unique device identifiers and other diagnostic data.
- c. **Not collecting any location based data, right?**
- d. **Tracking Cookies Data:** We use cookies and similar tracking technologies to track the activity on our Service and we hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier to record your preferences and actions. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as web **beacons, tags and scripts** to collect and track information and to improve and analyze our site.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, **you may not be able to use some portions of our site (what would these parts be in our case)?**

- e. **Targeted Advertising: NOT FOR US, RIGHT?** We may allow third parties to use cookies, web beacons and similar technologies to better understand your behavior and browsing activities, so that we can serve you targeted advertising while you are on our Sites and display our ads to you when you visit other third party sites. For example, we work with third party network advertisers who may set these technologies to better provide advertisements about goods and services that may be of interest to you. We do not control these third party technologies, and they are not subject to this Privacy Policy. We do not authorize these third party network advertisers to use this technology to collect personal information about you and they do not have access to your personal information from us. They may, however, track your Internet usage anonymously (that is, without being able to identify you personally) over time and across other websites in their networks beyond our Sites. To learn more about the use of this information or to opt out of having this information used by our third party network advertisers, please visit the Network Advertising Initiative by clicking [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)

#### **Use of data:**

Studio Querencia may use your personal and non-personal information in the following ways:

1. To provide you with the services you request.
2. **To provide customer support.**
3. To notify you about changes to our site.
4. To provide you with newsletters and other information about other services and events unless you have opted not to receive such information.
5. To monitor the usage of our site.
6. To detect, prevent and address technical issues.
7. To gather analysis or valuable information so that we can improve our site.
8. To gather and perform statistical, demographic and marketing analysis of the users of the site, including browsing patterns.
9. To detect, investigate and prevent activities that may violate our policies or be illegal.

### **Third Party Content and Links to Third Party Websites**

Our site may contain content hosted or served by third parties or link to websites operated by affiliates of Studio Querencia or third parties. Please be advised that the practices described in this Privacy Policy do not apply to information gathered by these third parties. We are not responsible for the actions and privacy policies employed by any third party, and our hosting of third party content or linking to third party websites does not constitute an endorsement of the content or business practices of those third parties.

### **Disclosure of Data**

We may disclose personal information that we collect, or you provide:

1. **Disclosure for Law Enforcement:** Under certain circumstances, we may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities.
2. **Business Transaction:** If we or our subsidiaries are involved in a merger, acquisition or asset sale, your Personal Data may be transferred.
3. **Other cases.** We may disclose your information also:
  - a. To our subsidiaries and affiliates.
  - b. To contractors, service providers, and other third parties we use to support our business.
  - c. To fulfill the purpose for which you provide it.
  - d. If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

### **Retention of Data**

We may retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy.

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods. (Seems unnecessary. What do you think?)

### **Security of Data**

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security. Thus by continuing, you understand, acknowledge and agree that you transmit your personal information to our site, at your own risk.

### **Children's Privacy**

We do not knowingly collect personally identifiable information from Children under 18. If you become aware that a child has provided us with Personal Data, please contact us.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us by email on [feedback@querencia.co](mailto:feedback@querencia.co)