

## Welcome to Obala.world's Privacy Policy!

Obala.world ("we", "our", "us", or "Obala.world") respects the privacy of its users and is fully committed to protect their personal data and use it in accordance with data privacy laws. This Privacy Policy describes how we collect, use, and process any personal data that we collect from you—or you provide to us—in connection with your use of our website ([www.printful.com](http://www.printful.com)) or our mobile apps and our shop-on-demand services (collectively, "Services"). By accessing or using our services, you signify your understanding of the terms set out in this Privacy Policy.

We do not knowingly collect, maintain, disclose, or sell the personal information about users under the age of sixteen (16). If you are under the age of 16, please do not use our services. If you are under the age of 16 and have used our services, please contact us at the email address below so that we may delete your personal information.

If you use our services only for your personal use, you are to be considered as the "User" and for the purpose of the General Data Protection Regulation ("GDPR") and the UK General Data Protection Regulation (as defined by the UK Data Protection Act 2018 as amended by the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019), we are the data controller. Note that while our services may contain links to other websites or services, we are not responsible for each respective website's or service's privacy practices and encourage you to be aware of this when you leave our services and carefully read the privacy statements of each and every website and service you visit. This Privacy Policy does not apply to third-party websites and services.

### **1. Information we collect** Information collected about Users and how we use it.

Where you are a User and it is necessary to fulfill our contract with you for the purposes of providing, maintaining, or improving our products and services (including, to the extent permitted by applicable law, any matters in our legitimate interests with respect to the services), we will confirm your identity, contact you, provide customer support (including via email, in the comment section of our blog, or any platform where you may reach us), operate your account with us and invoice you. For the aforementioned purposes, we collect information that may contain the following personal data:

- Name;
- Shipping information;
- Email address and phone number;
- Payment and billing information (payment method details, first and last digits of your payment card);
- Order handling information like your delivery address

As it is in our legitimate interests to ensure our network security, give you access to and to improve our Services, we also collect the following technical usage data:

- How and when you access your account;
- Information about the device and browser you use;
- IP address and device data.

If you have given your consent when registering your account, when subscribing to our newsletter or blog, or shared your email address or other personal data with us to receive any other information, we will process your email address to send you the informative and / or promotional materials, to which you have subscribed to, for example, newsletters, advertisements of our Services and other information about our Services that you have requested. At any point in time you can unsubscribe from receiving the above-mentioned information in our email footers and through your notification settings. We obtain location information you provide in your profile or your IP address. We use and store information about your location to provide features and to improve and customise the Services, for example, for Obala.world's internal analytics and performance monitoring; localisation, regional requirements, and policies for the Services; for local content, search results, and recommendations; for delivery and mapping services; and (using non-precise location information) marketing. If you have an account, we will retain the recording for as long as you have an account. If you do not have an account, we will delete the recording within 12 months or retain it, if it will be needed to resolve disputes between you and us.

If you wish to contact Obala.world regarding your personal data or this Privacy Policy, please contact us at [ellen@obala.world](mailto:ellen@obala.world)

## **2. Sharing personal data with third parties**

In order for Obala.world to provide you with our services, we work with third parties who perform services on our behalf and with whom we share personal data to support our services ("Service Providers"). Information you have provided to us during the use of our services, including technical usage data, is shared for business purposes in our legitimate interests with third parties who provide hosting and server co-location services as well as data and cyber security services. Information you have provided to us during the use of our services may be shared with third-party manufacturing services whom we engage to provide our services to you. Your email address and other contact details you have provided to us and your messages to our customer service is shared for business purposes in our legitimate interests with communication, email distribution, and content delivery services as well as customer support system providers. Information regarding your purchases and payments is shared with billing and payment processing services, fraud detection and prevention services, accounting and financial advisors, advisors, so that we can provide our services to you. Information regarding your use of our website and other information received from cookies and similar technology is shared with web analytics, session recording, and online marketing services. If we provide marketing to you, information on your account, purchases and preferences can be shared with marketing services. Insofar as reasonably necessary to defend our legal rights, we may share your personal data with our legal advisors. We will only share personal data to service providers that have undertaken to comply with obligations set out in applicable data protection laws. We may share your personal data with our affiliates, in our legitimate interests for business purposes. In certain circumstances, we are required to share information with third parties to comply with legal requirements or requests, as well as to protect our, or a third party's, lawful interests. We will also disclose your information to third parties in and outside your country only to the extent allowed by applicable law, including:

- to a prospective purchaser or purchaser that acquires all or substantially all of us or our business;
- to a third party in the event that we sell or buy any business or undergo a merger, in which case we may disclose your information to the prospective buyer of such business; and
- to a third party if we sell, buy, merge or partner with other companies or businesses, undergo a re-organisation, bankruptcy, or liquidation; or otherwise undertake a business transaction or sell some or all of our assets. In such transactions, your information may be among the transferred assets.

### **3. Retention periods**

We may retain your personal data for as long as you have an Obala.world account or any of the above mentioned legal bases for personal data processing still exists. For example, if you unsubscribe from our marketing, newsletter, or blog emails, we will stop the processing of the personal data for such purposes. If you have used our services without creating an Obala.world account, we will keep your personal data as long as necessary to comply with our legal obligation to retain information relating to provision of services, for example, for tax purposes.

After terminating your relationship with us by deleting your Obala.world account or otherwise ceasing to use our services, we may continue to store copies of your data as necessary to comply with our legal obligations, to resolve disputes between you and us to prevent fraud and abuse, to enforce our agreements, and/or to protect our legitimate interests (to the extent that we are permitted by the applicable law to continue to store copies to protect our legitimate interests).

### **4. Data subject's rights**

If you are a User located in the European Economic Area or the United Kingdom, in accordance with European Union and United Kingdom data protection regulations, you have certain rights with respect to your personal data. You have the right to request access to your personal data; in certain circumstances to correct, amend, delete, or restrict the use of your personal data by logging into your Obala.world account or by reaching us using the contact information provided below. In addition, you can object to the processing of your personal data in some circumstances (in particular, where we are not required to process your data to meet a contractual or other legal requirement). These rights may be limited, for example, if fulfilling your request would reveal personal data about another person, or if you ask us to delete information which we are required by law to retain, are permitted by law to retain, or have compelling legitimate interests in retaining (to the extent that applicable law permits us to retain such information based on our legitimate interests). Furthermore, if you believe that we have unlawfully processed your personal data, you have the right to submit a complaint to the contact information provided below, or to your respective data protection supervisory authority. (The Netherlands: Autoriteit Persoonsgegevens via deze [link](#).)

## **5. Information security**

We seek to use reasonable organizational, technical, and administrative measures to protect the confidentiality, integrity, and availability of personal data. We encourage you to take care of the personal data in your possession that you process online and set strong passwords for your Printful account, limit access to your computer and browser by signing out after you have finished your session, and avoid providing us with any sensitive information.

## **6. International transfers of data**

All the information you provide may be transferred or accessed by our provider Printful in the United States. When we transfer your information globally, we take necessary measures to ensure appropriate protection of your information, including, as applicable, entering into the European Commission's Model clauses for the transfer of personal data to third countries (i.e., the standard contractual clauses) and any equivalent clauses issued by the relevant competent authority of the UK.

## **7. Privacy Policy addendum for California residents**

Under the California Consumer Privacy Act ("CCPA"), California residents are afforded certain rights about the Personal Information (as such capitalized term is defined under the CCPA) we have collected about them, which we have described in more detail below. If you are a California resident, the processing of certain personal information about you may be subject to the CCPA. Where the CCPA applies, this section provides additional privacy disclosures and informs you of key additional rights as a California resident.

We will never discriminate against you for exercising your rights, including providing a different level or quality of services or denying goods or services to you when you exercise your rights under the CCPA.

### *Right to Know Request*

Under the CCPA, California residents have a right to request information about our collection, use, and disclosure of your personal information over the prior twelve (12) months, and ask that we provide you free of charge with the following information:

1. the categories of personal information about you that we collected;
2. the categories of sources from which the personal information was collected;
3. the purpose for collecting personal information about you;
4. the categories of third parties to whom we disclosed personal information about you and the categories of personal information that was disclosed (if applicable) and the purpose for disclosing the personal information about you; and
5. the specific pieces of personal information we collected about you.

### *Right to Delete Request*

Under the CCPA, you also have a right to request that we delete personal information, subject to certain exceptions.

### *Right to Opt-Out of the Sale of Personal Information*

You may request that we not sell your Personal Information. Please note, however, that CCPA defines “sale” very broadly, and includes “selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a California consumer’s Personal Information by the business to another business or third party for monetary or other valuable consideration.”

We may use services that help deliver interest-based ads to you and may transfer Personal Information to business partners for their use. Making Personal Information (such as online identifiers or browsing activity) available to these companies is considered a “sale” under the CCPA.

### *How to Exercise Your Rights*

If you are a California resident to whom the CCPA applies, you may contact us to exercise your rights: Email: [ellen@obala.world](mailto:ellen@obala.world) to request a delete of your data. Once we receive your request, we will review it, determine whether we can verify your identity, and process the request accordingly. We may need to collect information from you to verify your identity, such as your email address, government issued ID or date of birth. You may make a verifiable consumer request to access your personal information twice per twelve (12) month period. We aim to fulfill all verified requests within 45 days pursuant to the CCPA. If necessary, extensions for an additional 45 days will be accompanied by an explanation for the delay.

You may designate, in writing or through a power of attorney document, an authorized agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof that you have authorized them to act on your behalf, and we may need you to verify your identity directly with us.

## **8. Privacy Policy changes**

Any changes we make to this Privacy Policy in the future will be posted on this page. Therefore, we encourage you to check this page frequently from time to time.

## **9. Contact information**

If you have any questions about your personal data or this Privacy Policy, or if you would like to file a complaint about how we process your personal data, please contact us by email at [ellen@obala.world](mailto:ellen@obala.world), or by using the contact details:

12 / 10 / 21 E. Obala , Obala.world, Phia Berghoutlaan 5, 2343 PM Oegstgeest, The Netherlands

**Cookie Policy** This Cookie Policy describes what types of cookies we use on our website and for what purposes.

Obala.world uses only technical and functional cookies and analytical cookies that do not breach your privacy. By using these cookies and similar technology like Google Analytics on our site, we may collect data such as information on your device, your preferences and information filled while visiting our site, your interaction with the site, and other information used for analytical, marketing, and targeting activities (including unique visits, returning visits, length of the session, actions carried out in the webpage). If you have agreed, in addition to mandatory and performance cookies that ensure the functioning and aggregated statistics of the website, other cookies for analytical and marketing purposes may be placed on your computer or other device from which you access our webpage. Learn more about how we use cookies on our website and how to opt out of interest-based advertising :

**1. What are cookies?** Cookies are small text files created by the website, downloaded to and stored on any internet enabled device—computer, smartphone or tablet—when you visit our homepage. The browser you're on uses the cookies to forward information back to the website at each subsequent visit for the website to recognize the user and to remember the user's choices (for example, login information, language preferences and other settings). This can make your next visit easier and the site more useful to you.

**2. What types of cookies do we use and for what purposes do we use them?** We use different types of cookies to run our site. The cookies indicated below may be stored in your browser:

- **Mandatory and performance cookies.** These cookies are necessary for the site to function and will be placed on your device once you access the site. Most of these cookies are set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.
- These cookies provide a convenient and complete use of our site, and they help users efficiently use the site and make it personalized. These cookies identify the user's device insofar, so we would be able to see how many times our site is visited, but do not collect any additional personally identifiable information. You can set your browser to block or alert you about these cookies, but some parts of the site will then not work. These cookies do not store any personally identifiable information and are stored on the user's device until the end of session or permanently.
- **Analytical cookies.** These cookies collect information about how users interact with our site, for example, to determine which sections are most frequently visited and which services are most often used. The collected information is used for analytical purposes to understand the interests of our users and how to make the webpage more user friendly. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance. For analytical purposes, we may use third-party cookies. These cookies are stored on the user's device for as long as set by the third-party cookie provider (ranging from 1 day to permanently).
- **Marketing and targeting cookies.** These cookies collect information about how users interact with our site, for example, to determine which sections are most frequently visited and which services are most often used. Before you agree to the use of all cookies, Obala.world will only collect anonymous data regarding the access of Obala.world's site. The collected information is used for analytical purposes to understand the interests of our users and how to make the webpage more user friendly. For analytical purposes, we may use third-party cookies. These cookies are stored permanently on the user's device.
- **Third-party cookies.** Our site uses third party services, for example, for analytics services so we would know what is popular in our site and what is not, thus making the site more usable. You can learn more about these cookies and their privacy policy by visiting the websites of respective third parties. All information processed from third party cookies are processed by the respective service providers. At any point in time you have the right to opt-out from data processing by third party cookies. For example, we may use Google Analytics cookies to help measure how users interact with our site content. These cookies collect information about your interaction with the site, such as unique visits, returning visits, length of the session, actions carried in the webpage, and others. In the future we may also use Facebook pixels to process information about user's actions on our site such as visited webpage, user's Facebook ID, browser data, and others. The information processed from Facebook pixels are used to display you interest-based ads when you are using Facebook as well as to measure cross-device conversions and learn about users' interactions with our webpage.
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**3. How to control cookies?** When visiting our site, you are presented with an informative statement that the website uses cookies and asked for your consent to enable cookies that are not mandatory and performance cookies. You can also delete all cookies stored in your browser and set up your browser to block cookies being saved. By clicking on “help” button in your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them, if you want to. Changes to the settings must be made for each browser that you use. If you want to revoke your consent to save cookies on your device, you can delete all cookies stored in your browser and set up your browser to block cookies being saved. By clicking on the “help” button in your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them if you want to. You must change the settings for each browser that you use. However, please note that without saving certain cookies, it is possible that you will not be able to fully use all the features and services of Obala.world’s site. You can separately opt-out from having your site activity available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents sharing information about your site visit with Google Analytics. Link to the add-on and for more information: <https://support.google.com/analytics/answer/181881>. **Furthermore, if you want to opt out from interest-based, behavioural advertising, you can opt out by using one of the following tools based on the region you are in. Please note that this is a third party tool which will save its own cookies on your devices and Obala.world does not control and is not responsible for their Privacy Policy. For more information and opt-out options, please visit:**

- US – [Digital Advertising Alliance](#)
- Canada – [Digital Advertising Alliance](#)
- EU – [European Interactive Digital Advertising Alliance](#)

#### **4. Other Technologies**

**Web beacons:** These are tiny graphics (sometimes called “clear GIFs” or “web pixels”) with a unique identifier that are used to understand browsing activity. In contrast to cookies, which are stored on a user’s computer hard drive, web beacons are rendered invisibly on web pages when you open a page. Web beacons or “clear GIFs” are small, approx. 1\*1 pixel GIF files that can be hidden in other graphics, e-mails, or similar. Web beacons perform similar functions as cookies, but are not noticeable to you as a user. Web beacons send your IP address, the Internet address of the visited website URL), the time at which the web beacon was viewed, the user’s browser type, and previously set cookie information to a web server.

By using so-called web beacons on our pages, we can identify your computer and evaluate user behavior (e.g. reactions to promotions). This information is anonymous and not linked to any personal information on the user’s computer or to any database. We may also use this technology in our newsletter.

To prevent web beacons on our pages, you can use tools such as: Webwasher, Bugnosys or Adblock. To prevent web beacons in our newsletter, please set your mail program to not display HTML in messages. Web beacons are also prevented if you read your emails offline.

Without your explicit consent, we will **not** use web beacons to unnoticeably:

- collect personal data about you
- transmit such data to third party vendors and marketing platforms.

**5. Cookie Policy changes** We reserve the right to make changes to this Cookie Policy. Amendments and / or additions to this Cookie Policy will come into force when published on our website. By continuing to use our website and / or our services after changes have been made to this Cookie Policy, you are indicating your consent to the new wording of the Cookie Policy. It is your responsibility to regularly check the content of this policy to learn about any changes.

**6. Contact information** If you have any questions about your personal data or this Cookie Policy, or if you would like to file a complaint about how we process your personal data, please contact us by email at [ellen@obala.world](mailto:ellen@obala.world), or by using the contact details below: Ellen Obala van Obala.world, Phia Berghoutlaan 5, 2343 PM Oegstgeest, The Netherlands,

Rights under the CCPA: In the chart below, we have described the categories of Personal Information that we will collect, the purposes for such collection and the types of entities with whom we may share such information:

Categories of Personal Information	Sources of Information	Use of Information	Sharing of Information
Identifiers, including your name, postal address, email address, and telephone number. These data types also include "personal information," as the term is defined by Cal. Civ. Code 1798.	We collect this information directly from you.	We use this information to: provide, maintain, and improve our products and Services; provide customer support (including via email, in the comment section of our blog, or other platforms, where you may reach us), operate your account with us and invoice you.	We share this information with Service Providers and certain other individuals and entities as described in the section above entitled "Sharing Personal Data with Third Parties."
Commercial information.	We collect this information directly from you.	We use this information to process your transactions and deliver our products to you.	We share this information Service Providers and certain other individuals and entities as described in the section above entitled "Sharing Personal Data with Third Parties."
Internet or other electronic network activity information, such as IP addresses and cookies.	We collect this information automatically from your computer or device.	We use this information to provide, maintain, and improve our Services and to personalize your online experience.	We share this information with Service Providers and certain other individuals and entities as described in the section above entitled "Sharing Personal Data with Third Parties."
Audio Information	Not applicable.	Not applicable	Not applicable.
Professional and employment related information. Educational information,	Not applicable..	Not applicable.	Not applicable.



