



Privacy Policy for The Gems Collection

Effective Date: 27/03/2025

1. Introduction

Welcome to The Gems Collection. Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you participate in our loyalty program.

2. Information We Collect

When you sign up for our loyalty system, we only collect the following personal information:

- **username** (to identify your account)
- **Email Address** (to send updates about your rewards and account status)

3. How We Use Your Information

We use your information for the following purposes:

- To register and manage your loyalty account.
- To track your loyalty points and rewards.
- To send you notifications about your loyalty status, rewards, and important program updates.
- To respond to any inquiries or support requests related to your loyalty account.

4. Data Security

We take reasonable measures to protect your personal information from unauthorized access, loss, or misuse. However, no system is completely secure, and we cannot guarantee absolute protection against hacking, cyber-attacks, or data breaches.

By using our loyalty system, you acknowledge and accept that The Gems Collection is not liable for any unauthorized access, security breaches, or loss of personal data that may occur despite our security measures.

If we become aware of a data breach affecting your personal information, we will notify you as required by law.

We encourage you to use strong, unique passwords for your account and take care when accessing your account from public or shared devices.

5. Data Sharing

We do **not** sell, rent, or share your personal information with third parties. However, we may disclose information if required by law or to protect our legal rights.

6. Cookies and Tracking Technologies

We use cookies and similar technologies to improve your browsing experience, analyze website traffic, and deliver personalized advertising. These include third-party tracking tools such as **Google Analytics**, **Google Ads**, and the **Meta (Facebook) Pixel**.

◆ What Are Cookies?

Cookies are small text files stored on your device when you visit our website. They help us recognize your browser and remember your preferences.

◆ How We Use Cookies:

- **Essential cookies** – Necessary for the website to function.
- **Analytics cookies** – Help us understand how visitors interact with our website (e.g., Google Analytics).
- **Advertising cookies** – Used to deliver relevant ads (e.g., Google Ads, Meta Pixel).

Meta (Facebook) Pixel

We use the Meta Pixel to measure the effectiveness of our advertising and show you personalized ads on Facebook and Instagram. The pixel tracks your activity on our website and sends it to Meta Platforms, Inc.

- Learn more: <https://www.facebook.com/policy.php>

7. Your Consent and Control

We will only activate non-essential cookies (like Google and Meta tracking) **after you provide explicit consent** through our cookie banner. You may withdraw or change your consent at any time.

You can also manage or delete cookies via your browser settings.

8. Your Rights

You have the right to:

- Request access to your personal data.
- Correct any inaccurate or outdated information.
- Request deletion of your data (which may result in the loss of your loyalty account and rewards).

To make any requests, please contact us at **admin@thegemscollection.co.uk**

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

10. Contact Us

If you have any questions about this Privacy Policy or how your information is used, please contact us at:

The Gems Collection

Email: admin@thegemscollection.co.uk

Website: <http://thegemscollection.co.uk>