



Privacy Policy

This statement describes how we collect, use and protect personal information in accordance with the General Data Protection Regulation.

We may change and update this policy from time to time.

Guiding Principles

We will comply with data protection law and principles, which means that your data will be:

- a) Used lawfully, fairly and in a transparent way.
- b) Collected only for valid purposes that we have agreed with you and not used in any way that is incompatible with those purposes.
- c) Relevant to the purposes we have agreed with you and limited only to those purposes.
- d) Accurate and kept up to date.
- e) Kept only as long as necessary for the purposes we have told you about.
- f) Kept securely.

Information collected and stored.

We collect personal information from you and any devices (including mobile devices) you use when you: use our Services, register for an account with us, provide us information on a web form, update or add information to your account, or when you otherwise correspond with us.

Personal information you give us when you use our Services or register for an account with us

Identifying information such as your name, addresses, telephone numbers or email addresses.

Purchase information you provide during a transaction, or other transaction-based content that you generate or that is connected to your account as a result of a transaction you are involved in.

Other content that you generate, or that is connected to your account (such as adding items to your basket)

Financial information (such as credit card or bank account numbers) in connection with a transaction.

Postage, billing and other information used to purchase or send an item. Information required to clear customs (such as Tax ID or other identification numbers) and relevant postage information (such as tracking numbers and tracking updates).

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You may also provide us other information through a web form, by updating or adding information to your account.

Additional information we are required or authorized by applicable national laws to collect and process in order to authenticate or identify you or to verify the information we have collected.

We collect information about your interaction with our Services, your advertising preferences, and your communications with us. This is information we receive from devices (including mobile devices) you use when you access our Services. This information could include the following: Device ID or unique identifier, device type, ID for advertising, and unique device token.

Location information, including location information from your mobile device. Keep in mind that most mobile devices allow you to control or disable the use of location services by any application on your mobile device in the device's settings menu.

Computer and connection information such as statistics on your page views, traffic to and from the sites, referral URL, ad data, your IP address, your browsing history, and your web log information.

Personal information we collect using cookies and similar technologies

We use cookies, unique identifiers, and similar technologies to collect information about the pages you view, the links you click, and other actions you take when using our Services, within our advertising or email content.

Personal information collected from other sources

We supplement the personal information we collect directly with information collected from third parties and add it to your account information. For example, we collect and use demographic and other information that is publicly available in an applicable jurisdiction, additional contact information, credit check information, and information from credit bureaus, as allowed by applicable national laws

Social Media. We allow you to share information with social media sites or use social media sites to create your account or to connect your account with the respective social media site. Those social media sites may give us automatic access to certain personal information retained by them about you (e.g., content viewed by you, content liked by you, and information about the advertisements you have been shown or have clicked on, etc.). If you provide us with access to any site with video content, then you agree that we can share your video viewing with, or obtain information about your video viewing from, third-party social media sites for at least two years or until you withdraw authorization or connection to the social media site. You control the personal information you allow us to have access to through the privacy settings on the applicable social media site and the permissions you give us when you grant us access to the personal information retained by the respective social media site about you. By associating an account managed by a social media site with your account and authorizing us to have access to this information, you agree that we can collect, use and retain the information provided by these social media sites in accordance with this privacy notice. We may also use plug-ins or other technologies from various social media sites. If you click on a link provided via a social media plug in, you are voluntarily establishing a connection with that respective social media site.

If you give us personal information about someone else, you must do so only with that person's authorization. You should inform them how we collect, use, disclose, and retain their personal information according to our privacy notice.

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How we use your personal information.

We use your personal information to fulfil a contract with you and provide you with our Services, to comply with our legal obligation, protect your vital interest, or as may be required for the public good. This includes:

To provide payment processing and account management, operate, measure and improve our Services, keep our Services safe, secure and operational, and customize site content that includes items and services that you may like in response to actions that you take.

To contact you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed or as otherwise necessary to provide you customer service.

When contacting you for such purposes as outlined above, we may contact you via email, telephone, SMS/text messages, and postal mail.

To provide other services requested by you as described when we collect the information.

We use general location information to provide you with location based services (such as advertising, search results, and other personalized content).

To prevent, detect, mitigate, and investigate fraud, security breaches or other potentially prohibited or illegal activities.

We use your personal information to pursue our legitimate interests where your rights and freedoms do not outweigh these interests. We have implemented controls to balance our interests with your rights. This includes to:

Improve our Services, for example by reviewing information associated with stalled or crashed pages experienced by users allowing us to identify and fix problems and give you a better experience.

Personalize, measure, and improve our advertising based on your advertising customization preferences.

Contact you via email or postal mail in order to offer you coupons, discounts and special promotions, poll your opinions through surveys or questionnaires and inform you about our Services, as authorized by applicable law.

Deliver targeted marketing, service updates, and promotional offers based on your communication preferences.

Measure the performance of our email marketing campaigns

Measure sellers' performance

Monitor and improve the information security of our site and mobile applications.

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With your consent, we may use your personal information to:

Provide you with marketing via telephone calls, email, SMS or text.

Customise third party advertising you might see on third party websites.

Use your precise geo-location to provide location based services.

Process financial transactions.

We may use technologies considered automated decision making or profiling. We will not make automated-decisions about you that would significantly affect you, unless such a decision is necessary as part of a contract we have with you, we have your consent, or we are required by law to use such technology.

You have choices about how we use your personal information to communicate with you, to send you marketing information, how we provide you with customized and relevant advertising, and whether you want to stay signed into your account.

Communication preferences

You can control your email communication preferences by contacting our customer services department info@midlandflooring.biz

Marketing

If you do not wish to receive marketing communications from us, you can unsubscribe via the link in an email you received or contact us using info@midlandflooring.biz Keep in mind, we do not sell, rent, or otherwise disclose your personal information to third parties for their marketing purposes.

We respect your right to access, correct, request deletion or request restriction of our usage of your personal information as required by applicable law. We also take steps to ensure that the personal information we collect is accurate and up to date.

You have the right to know what personal information we maintain about you

We will provide you with a copy of your personal information on request.

If your personal information is incorrect or incomplete, you have the right to ask us to update it

You have the right to object to our processing of your personal information

You can also ask us to delete or restrict how we use your personal information, but this right is determined by applicable law and may impact your access to some of our Services

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We will honour any statutory right you might have to access, modify or erase your personal information. To request access and to find out whether any fees may apply, if permitted by applicable national laws, please contact us using info@midlandflooring.biz. Where you have a statutory right to request access or request the modification or erasure of your personal information, we can still withhold that access or decline to modify or erase your personal information in some cases in accordance with applicable national laws.

If you request that we stop processing some or all of your personal information or you withdraw (where applicable) your consent for our use or disclosure of your personal information for purposes set out in this privacy notice, we might not be able to provide you all of the Services and customer support offered to our users and authorized under this privacy notice and our User Agreement.

Upon your request, we will close your account and remove your personal information from view as soon as reasonably possible, based on your account activity and in accordance with applicable national laws.

We may disclose your personal information to other companies, or to third parties. This disclosure may be required for us to provide you access to our Services, to comply with our legal obligations, to facilitate our marketing and advertising activities, or to prevent, detect, mitigate, and investigate fraudulent or illegal activities related to our Services. We attempt to minimize the amount of personal information we disclose to what is directly relevant and necessary to accomplish the specified purpose. We do not sell, rent, or otherwise disclose your personal information to third parties for their marketing and advertising purposes.

We may disclose your personal information to service providers and financial institution partners for the following purposes:

Third party service providers who help us to provide our Services, payment processing services, assist us in providing customize advertising, to assist us with the prevention, detection, mitigation, and investigation of potentially illegal acts, violations of our user agreement, fraud and/or security breaches, bill collection, affiliate and rewards programs and other business operations.

Third party financial institutions with whom we partner to offer financial products to you, for them to provide joint content and services (such as, registration, transactions and customer support). These third party financial institution partners will use your personal information to send you marketing communications only if you have requested their services.

Third party shipping providers with whom we share delivery address, contact information and shipment tracking information for the purposes of facilitating the delivery of items purchased and other delivery related communications.

We may disclose your personal information where we are required to by law.

To comply with our legal requirements, enforce our User Agreement, respond to claims that a listing or other content violates the rights of others, or protect anyone's rights, property or safety.

To law enforcement or governmental agencies, or authorized third-parties, in response to a verified request or legal process relating to a criminal investigation or alleged or suspected illegal activity or any other activity that exposes us, you, or any other of our users to legal liability. We will only disclose information we deem relevant to the investigation or inquiry.

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We may disclose your personal information to PayPal Inc and its corporate family

To prevent, detect, mitigate, and investigate potentially illegal acts, fraud and/or security breaches, and to assess and manage risk, including to alert you if fraudulent activities have been detected on your PayPal account.

To provide customer services, including to help service your account or resolve disputes (e.g., billing or transactional disputes)

To facilitate the processing of payment cards when you pay within our Services with a payment card and we use PayPal to process your payment

To facilitate shipping and related services for purchases you made using PayPal

Change of Ownership

If we are subject to a merger or acquisition with/by another company, we may share information with them in accordance with privacy standards. Should such an event occur, we will require that the new combined entity follow this privacy notice with respect to your personal information. If we intend to handle your personal information for any purposes not covered in this privacy notice, you will receive prior notification of the processing of your personal information for the new purposes.

We retain your personal information for as long as necessary to provide the Services you have requested, or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing our policies. The following factors typically influence retention periods:

After it is no longer necessary for us to retain your personal information, we will dispose of it in a secure manner.

We protect your personal information using technical and administrative security measures to reduce the risks of loss, misuse, unauthorized access, disclosure and alteration. Some of the safeguards we use are firewalls and data encryption, physical access controls to our data centers, and information access authorization controls.

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