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Website [www.fameo.co.uk](http://www.fameo.co.uk)  
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## Committed to protecting your privacy

### Your personal information

Our goal is to maintain your trust and confidence when handling personal information about you. As a Fameo Online Jewellery Boutique website visitor or customer, you have the opportunity to make choices about how personal information about you may be shared. As you consider this, we encourage you to make choices that enable us to provide you with quality products and services that help you meet your jewellery needs and objectives.

You can be assured that the protection of your privacy and confidentiality are given the highest priority. The Fameo Online Jewellery Boutique website is a UK-based website and is in accordance with the requirements of the UK Data Protection Act 1998 relating to personal information you supply on the website.

The information we learn from you helps us personalise and continually improve your shopping experience at Fameo. We use the information to handle orders, deliver products and services, process payments, answer your enquires and notify you about promotional offers, update our records, maintain [your account](#) with us, display specific content such as your saved jewellery item lists, jewellery reviews and recommend jewellery and or jewellery related services that might be of interest to you. We also use this information to improve our store and platform, prevent and detect fraud or abuses of our website and enable third parties to carry out technical, logistical or other functions on our behalf.

Under the UK Data Protection Act 1998, we follow strict security procedures in storage and disclosure of information, which you have given us to prevent unauthorised access. Our security procedures mean that we may occasionally request proof of identity before we are able to disclose sensitive information to you.

Please note that some information you enter may be transferred outside the European Economic Area for the purposes of processing by Fameo Ltd and its affiliates and partners. By submitting your jewellery order, you consent to this transfer. Your personal data may have to be disclosed if we are required to disclose it by law, or as a result of a lawful request by a governmental or law enforcement authority.

### Non-Personal Information

A cookie is a piece of data stored on your computer's hard drive containing non-personally identifiable information about you. We do not believe that you should be subject to involuntary information collection or tracking practices regardless of whether the information is personally identifiable or not. Therefore, the use of cookies on Fameo Online Jewellery Boutique website is limited to carrying out one specific function: A cookie is used to mark where you request to go in [Your Account](#) so that you may proceed to that page after entering your password. In no other way does Fameo use cookies, or collect or track non-personally identifiable information.

See Fameo Ltd, , <http://www.fameo.co.uk/viewpage.html?id=KBH-071> (Description may include but is not limited to: an abstract, a table of contents, a graphical representation, or a free-text account of the resource.) (as of ).



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We allow some of our business partners to place their logo and a link on our web site if we think their business may be of interest to you. Please be aware that even though we try to choose partners who adhere to similar privacy standards and practices, we cannot control their use of cookies in relation to these links. We encourage you to be aware when you leave our site and to read the privacy policies of all the sites you visit.

## Our privacy promise

- We will require you to provide only those pieces of information that we need to perform the particular service you seek from us;
- We will not allow any third party access to your personal information without your explicit permission;
- We will not sell or share any of your personal information for marketing or any other purposes;
- We will remove your personal information from our system on your request;
- We will only contact you with product information if you have requested it;
- We will retain your information only so long as it is needed for business purposes or as required by law;
- We will respect the purposes for which personal information is given to us;
- We will promptly correct inaccuracies in your personal information that we discover or you bring to our attention;
- We will provide you with easy options to access the information we have collected about you;
- We will follow generally accepted industry standards to protect your personal information during transmission and storage;
- We will protect your information with the highest level of security, if we send your information to one of our facilities in another country;
- We will regularly review how we meet these privacy promises and provide you a means to settle complaints about our privacy practices.

## Controllers of personal information

In addition to our safeguards, your personal information is protected in the UK, by the Data Protection Act. This provides that the information, which we hold about you will be processed fairly and lawfully and will be accurate, relevant and not excessive. The information will, where necessary, be kept up to date and not retained for longer than is necessary. Any personal information provided to or to be gathered by Fameo Online Jewellery Boutique website ( [www.fameo.co.uk](http://www.fameo.co.uk)) is controlled primarily by Fameo Limited at Dept. 109, 210 Upper Richmond Road London, SW15 6NP, United Kingdom.

Data Controller: FAMEO LTD Data Protection Registered Number: Z9484452 Company Registration Number: 5320727 Expire Date: 23 May 2007 To learn more how information is collected and used by Fameo Online Jewellery Boutique website ([www.fameo.co.uk](http://www.fameo.co.uk)),

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please review our full [Privacy Policy](#) . For more information on the Data Protection Act and the Information Commissioner please visit [www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk).

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