

PRIVACY STATEMENT

This Privacy Policy (statement) covers the website www.dalucia.co.uk Because Da Lucia wants to demonstrate its commitment to our users' privacy, we have agreed to disclose our information practices.

1. What personally identifiable information Da Lucia collects.
2. What personally identifiable information third parties collect through the Da Lucia website.
3. What organization collects the information.
4. How Da Lucia uses the information.
5. With whom Da Lucia may share user information.
6. What choices are available to users regarding collection, use and distribution of the information.
7. What types of security procedures are in place to protect the loss, misuse or alteration of information under Da Lucia control.
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this privacy policy, they should first contact our Customer Support Department at the company

Information Collection and Use

Information Collection

Da Lucia is the sole owner of the information collected on any website that is owned and operated by Da Lucia . Da Lucia may collect information from our users at several different points on our Web sites.

Registration

In order to use one of the above Web sites, a user may first be required to complete a registration form. During registration a user may be required to give contact information (such as name and email address). We may use this information to contact the user about services on our site for which he/she has expressed interest. It may be optional for the user to provide demographic information (such as income level and gender) and unique identifiers (such as, username and password) but encouraged so we can provide a more personalized experience on our site.

Da Lucia Order

We may request information from the user on our order or registration form. A user may be requested to provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date). This information may be used for billing purposes and to fill customer's orders. If we have trouble processing an order, the information may be used to contact the user.

Information Use

Da Lucia Profile

We may store information that we collect through cookies, log files, clear gifs, and/or third parties to create a profile of our users. A profile is stored information that we may keep on individual users that details their viewing preferences. Consequently, collected information may be tied to the user's personally identifiable information to provide offers and improve the content of the site for the user. This profile may be used to tailor a user's visit to our Web site, and to direct pertinent marketing promotions to them. Your profile will **NEVER BE SHARED** with any third parties.

Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. We may use both session ID cookies and persistent cookies. For a session ID cookie, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions.

Da Lucia Log Files

Like many standard websites we may use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. We may also use an in-house tracking utility that uses log files to analyse user movement.

Communications from the Site

Special Offers and Updates

We may send all new members a welcoming email to verify password and username. Established members may occasionally receive information on products, services and special deals. Out of respect for the privacy of our users we may present the option to not receive these types of communications. Please see the Choice and Opt-out sections.

Da Lucia Service Announcements

On rare occasions it may be necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended we might send users an email. Generally, users may not opt-out of these communications, though they may be able to deactivate their account. However, these communications may not be promotional in nature.

Da Lucia Customer Service

We may communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we may reply via email or phone, in accordance with the user's wishes.

Sharing

Da Lucia Legal Disclaimer

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

We DO NOT Share Personal Information with Third Parties

Da Lucia Service Providers

We may from time to time partner with other third parties to provide specific services. When the user signs up for these particular services, we may share names, or other contact information that is necessary for the third party to provide these services. These third parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Business Transitions

In the event Da Lucia goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred. Users may be notified via email & prominent notice on our Web site for 30 days prior to a change of ownership or control of their personal information. If as a result of the business transition, the users' personally identifiable information may be used in a manner different from that stated at the time of collection they will be given choice consistent with our notification of changes section.

Choice/Opt-out

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for information. For example, our order form has an 'opt-out' mechanism so users who buy a product from us, but don't want any marketing material, can keep their email address off of our lists.

Users who no longer wish to receive our promotional communications may opt-out of receiving these communications by contacting our Customer Support Department at the company.

Links

This Web site may contains links to other sites. Please be aware that Da Lucia is not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

Security

Da Lucia takes every precaution to protect our users' information. When users submit sensitive information via the Web site, their information is protected.

We do everything in our power to protect user-information. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. Our employees must use password-protected screen-savers when they leave their desk. When they return, they must re-enter their password to re-gain access to user information. Furthermore, ALL employees are kept up-to-date on our security and privacy practices. Every quarter, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our users' information is protected.

Finally, the servers that store personally identifiable information are in a secure environment, behind a locked cage in a locked facility.

Supplementation of Information

In order for Da Lucia to properly fulfil its obligation to users it may be necessary for us to supplement the information we receive with information from 3rd party sources.

Enhancement of Marketing Profile

We may purchase third party marketing data and add it to our existing user database to better target our advertising and provide pertinent offers we think our users would be interested in. We use this information to enhance or overlay the 'profile' of individual users. This aggregate marketing data is therefore tied to the users' personally identifiable information. See also the "Profile."

Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can be done by the user contacting our Customer Support Department at the company.

Notification of Changes

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner.

In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our Web site notifying users of the change. In some cases where we post a notice we may also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.