

The RHR Privacy Notice

Effective Date: 8 July 2025

1. Introduction

This privacy notice explains how The RHR collects, uses, and protects your personal information when you use our website, purchase our products, or interact with us in other ways. We are committed to protecting your privacy and handling your personal information responsibly.

2. What Information We Collect

We collect the following types of personal information:

- **Contact Information:** Your name, email address, phone number, and shipping address.
- **Payment Information:** Your credit card details, billing address, and transaction history.
- **Account Information:** Your username, password, and profile details if you create an account.
- **Browsing Information:** Your IP address, browser type, operating system, referral source, pages visited, and timestamps.

- **Product Information:** Information about the products you purchase, browse, or add to your wishlist.
- **Communication Information:** Records of your correspondence with us, including emails, chats, and phone calls.
- **Other Information:** Any other information you provide to us voluntarily, such as feedback or survey responses.

3. How We Use Your Information

We use your personal information for the following purposes:

- **Order Fulfillment:**
To process and ship your orders, manage payments, and provide customer support.
- **Account Management:**
To create and manage your account, personalize your experience, and provide access to your order history.
- **Marketing and Promotions:**
To send you marketing communications about our products, special offers, and events, with your consent.
- **Customer Service:**
To respond to your inquiries, resolve your issues, and improve

our customer service.

- **Website Improvement:**

To analyze website usage, track trends, and improve our website's functionality and performance.

- **Legal Compliance:**

To comply with applicable laws and regulations, respond to legal requests, and protect our legal rights.

4. How We Share Your Information

We may share your personal information with the following parties:

- **Service Providers:**

We may share your information with third-party service providers who help us with order fulfillment, payment processing, website hosting, marketing, and customer service.

- **Business Partners:**

We may share your information with our business partners, such as shipping companies, to fulfill your orders and provide you with related services.

- **Legal Authorities:**

We may share your information with legal authorities when required by law or in response to legal requests.

- **Other Third Parties:**

We may share your information with other third parties with your consent or as otherwise permitted by law.

5. Your Rights

You have the following rights regarding your personal information:

- **Right to Access:**
You can request access to the personal information we hold about you.
- **Right to Rectification:**
You can request that we correct any inaccurate or incomplete personal information.
- **Right to Erasure:**
You can request that we delete your personal information, subject to certain exceptions.
- **Right to Restrict Processing:**
You can request that we restrict the processing of your personal information.

- **Right to Data Portability:**

You can request that we provide you with a copy of your personal information in a structured, commonly used, and machine-readable format.

- **Right to Object:**

You can object to the processing of your personal information for certain purposes.

- **Right to Withdraw Consent:**

You can withdraw your consent to the processing of your personal information at any time.

6. Security Measures

We take appropriate technical and organizational measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. These measures include:

- **Encryption:**

We encrypt sensitive information during transmission using secure socket layer (SSL) technology.

- **Access Controls:**

We restrict access to your personal information to authorized personnel only.

- **Data Storage:**

We store your personal information on secure servers with appropriate physical and electronic security measures.

- **Regular Audits:**

We conduct regular security audits to assess and improve our security practices.