

Privacy Notice

Effective Date: 10/01/24

BERA ("we", "us", "our") values your privacy and is committed to protecting your personal information. This Privacy Notice explains how we collect, use, disclose, and safeguard your data when you visit our website (www.Bera.global) or use our services.

1. Information We Collect

We collect personal data to provide and improve our services. The types of information we collect include:

- **Personal Identification Information:** Name, email address, phone number, shipping address, billing information, and any other information you voluntarily provide when placing orders or contacting us.
- **Automatically Collected Information:** When you visit our website, we may collect information such as your IP address, browser type, device type, browsing behavior, and referring URLs through cookies and similar tracking technologies.
- **Payment Information:** If you make a purchase, we may collect payment information (such as credit card details) through secure, third-party payment processors.

2. How We Use Your Information

We use your information to:

- Process orders and transactions.
- Communicate with you regarding your order status, products, services, or promotions.
- Personalize your experience on our website and provide tailored recommendations.
- Improve our website functionality and services.
- Comply with legal obligations and protect our legal rights.

3. Sharing of Information

We do not sell or rent your personal information to third parties. However, we may share your information with:

- **Service Providers:** We may share your information with third-party vendors who assist us with website hosting, payment processing, order fulfillment, email delivery, or marketing.
- **Legal Obligations:** We may disclose your information when required to comply with the law, legal process, or regulatory authorities.
- **Business Transfers:** In the event of a merger, acquisition, or asset sale, your information may be transferred to the new business entity.

4. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to collect information about how you interact with our website. This helps us improve our services and deliver personalized experiences. You can choose to disable cookies through your browser settings, though this may affect certain features of the website.

For more details on how we use cookies, please refer to our Cookie Notice.

5. Data Security

We take reasonable precautions to protect your information. However, no data transmission over the internet is completely secure, and we cannot guarantee the security of your data. In the event of a security breach, we will notify you as required by applicable law.

6. Your Privacy Rights

Depending on your location, you may have the right to:

- **Access, correct, or delete your personal information.**
- **Request data portability.**
- **Restrict or object to certain processing of your information.**
- **Withdraw consent for data processing at any time.**

If you would like to exercise any of these rights, please contact us at **[insert contact email]**.

7. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or the content of these external sites. We encourage you to review their privacy policies before submitting any personal information.

8. Children's Privacy

Our website and services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If you believe we have unintentionally collected data from a child, please contact us immediately, and we will take steps to delete the information.

9. Updates to This Privacy Notice

We may update this Privacy Notice from time to time. The updated version will be indicated by the "Effective Date" at the top of this notice. We encourage you to review this notice periodically to stay informed about how we are protecting your information.

10. Contact Us

If you have any questions or concerns about this Privacy Notice or the handling of your personal information, please contact us at:

BERA

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