



Cookie Policy

The I Love You Shop uses cookies and similar technologies to help provide, protect, and improve our website. This policy explains how and why we use these technologies and the choices you have.

A cookie is a small data file that is transferred to your device (e.g. your phone or your computer). For example, a cookie could allow us to recognize your browser, while another could store your preferences. There are two types of cookies used on the The I Love You Shop website: (1) “session cookies” and (2) “persistent cookies.” Session cookies normally expire when you close your browser, while persistent cookies remain on your device after you close your browser, and can be used again the next time you access the The I Love You Shop website

We also use other technologies with similar functionality to cookies, such as web beacons, pixels, mobile identifiers, and tracking URLs, to obtain Log Data (as described in the Privacy Policy). For example, our email messages may contain web beacons and tracking URLs to determine whether you have opened a certain message or accessed a certain link.

Why The I Love You Shop Uses These Technologies

We use these technologies for a number of purposes, such as:

- To enable you to use and access the The I Love You Shop website and the Payment Services.
- To enable, facilitate and streamline the functioning of and your access to the The I Love You Shop website.
- To better understand how you navigate through and interact with the The I Love You Shop website and to improve the The I Love You Shop website
- To serve you tailored advertising (on the The I Love You Shop Websites and on third party website).
- To show you content (e.g., advertisements) that is more relevant to you.
- To monitor and analyze the performance, operation, and effectiveness of the The I Love You Shop website and The I Love You Shop advertisements.
- To enforce legal agreements that govern use of the The I Love You Shop website
- For fraud detection and prevention, and investigations.
- For purposes of our own customer support, analytics, research, product development, and regulatory compliance.

Third Parties

We may also allow certain business partners to place these technologies on the The I Love You Shop website. These partners use these technologies to (1) help us analyze how you use the The I Love You Shop website, such as by noting the third party services from which you arrived, (2) market and advertise The I Love You Shop services to you on the The I Love You Shop website and third party website, (3) help us detect or prevent fraud or conduct risk assessments, or (4) collect information about your activities on the The I Love You Shop website, other sites, and/or the ads you have clicked on. For example, to help us better understand how people use the The I Love You Shop website, we work with a number of analytics partners, including Google Analytics. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-Out Browser by clicking [here](#).

Third parties may also use such tracking technologies to serve ads that they believe are most likely to be of interest to you and measure the effectiveness of their ads both on the The I Love You Shop website and on other website and online services. Targeting and advertising cookies we use may include Google, and other advertising networks and services we use from time to time. For more information about targeting and advertising cookies and how you can opt out, you can visit the Network Advertising Initiative's opt-out page, the Digital Advertising Alliance's opt-out page, or <http://youronlinechoices.eu>. To opt out of Google Analytics for display advertising or customize Google display network ads, you can visit the Google Ads Settings page. To the extent advertising technology is integrated into the The I Love You Shop website and you opt-out of tailored advertising, you may still receive advertising content. In that case, the advertising content will just not be tailored to your interests. Also, we do not control any of these opt-out links and are not responsible for the availability or accuracy of these mechanisms.

Third Party Social Plugins

The The I Love You Shop website may use social plugins provided and operated by third parties, such as Facebook's Like Button. As a result of this, you may send to the third party the information that you are viewing on a certain part of the The I Love You Shop website. If you are not logged into your account with the third party, then the third party may not know your identity. If you are logged in to your account with the third party, then the third party may be able to link information or actions about your interactions with the The I Love You Shop website to your account with them. Please refer to the third party's privacy policies, Google, Facebook, and Twitter to learn more about its data practices.

Your Choices

Most browsers automatically accept cookies, but you can modify your browser setting to decline cookies by visiting the Help portion of your browser's toolbar. If you chose to Opt Out of cookies, Personalized advertising (formerly known as interest-based advertising) which enables advertisers to reach users based on their interests and demographics will not be tracked and displayed.

Your mobile device may allow you to control cookies through its settings function. Refer to your device manufacturer's instructions for more information.

If you choose to decline cookies, some parts of the The I Love You Shop website may not work as intended or may not work at all.