

# Privacy Policy for HappyFellow LLC

Effective Date: 05/10/2024

Welcome to HappyFellow LLC, based in New York, NY, USA. We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and share information about you when you visit our website or are directed to third-party websites like Amazon to make a purchase.

## 1. Information We Collect

- **Personal Identification Information:** Collected when you visit our site, place an order, subscribe to our newsletter, or interact with our services. Includes your name, email address, shipping address, payment information, and phone number.
- **Device Information:** Data about the devices you use to access our services, including IP address, web browser type, and operating system.
- **Usage Information:** Details on how you use our website, including browsing actions and patterns.

## 2. How We Use Your Information

- Personalize your experience.
- Improve our website and customer service.
- Process transactions.
- Administer promotions, surveys, and features.
- Conduct research, analytics, and targeted advertising.
- Send emails for marketing, with your consent.

## 3. Third-Party Services

- **Google Analytics and Google Ads:** Used to understand site usage and for targeted advertising, involving cookies to track interactions.
- **Email Collection:** For sending promotional information and conducting market research.

## 4. Cookies and Tracking Technologies

- We use cookies to enhance user experience and track visits. You can manage cookie settings through your browser.

## 5. Consent for Cookies

- By using our site, you agree to our use of cookies. You can opt out of non-essential cookies.

## 6. Referrals to Third-Party Websites

- We direct you to third-party websites like Amazon for purchasing products. We may receive compensation from these referrals. These sites have their own privacy policies and data handling practices.

## 7. Disclosure of Information

- We do not sell your information. We share it only with partners who assist us in our operations, under confidentiality agreements.

## 8. User Rights

- Access, correct, or delete your personal information by contacting us.

## 9. Contacting Us

- Questions about this policy can be directed to [alex@myhappyfellow.com](mailto:alex@myhappyfellow.com).

## 10. Jurisdiction

- Governed by the laws of the State of New York and applicable federal laws.

Changes to our Privacy Policy will be posted on this page.