

MiMonarca Privacy Policy

Effective January 1st, 2022

At MiMonarca.com, your privacy is important. This privacy policy describes how we use personal data related to you, along with your options, choices, and privacy rights.

Note that you are not legally obligated to provide us with any personal data. However, if you consent to this privacy policy, the use of personal data related to you will be in accordance with the provisions herein.

Our privacy policy applies to this website (the “**Website**”) and forms an integral part of the MiMonarca.com Terms of Use.

MiMonarca LLC. and its subsidiaries (collectively, “**we**”, “**us**”, “**our**”, or “**MiMonarca.com**”) own and operate the Website.

If you have questions or comments about our privacy policy, you are welcome to contact us at: privacy@mimonarca.com.

We help you to develop, launch, and manage your business.

1. Our Services

1.1. We provide an AI-powered platform that helps to develop, launch, and manage a business, and that includes but not limited to the ability to create and manage a logo, website, domain name, business mailbox, digital business card, and graphic designs (such as presentations, social tools, and other marketing materials); purchase printing branded products; engage with our experts to access premium features in the platform; and, where applicable, manage compliance aspects of a business, including the ability to submit LLC and trademark registration applications (collectively, the “**Services**”).

We collect and share personal data related to you to enable you to personalize your designs, purchase products, and utilize our Website and Services.

2. Types and Purposes of Processing Personal Data

2.1. We commit to process personal data related to you solely for the purposes described below. To the extent relevant and possible, we will make efforts to maintain personal data related to you accurate, complete, and up to date.

2.2. If you create an account on the Website or use our Services, we will require certain personal data (for example, your name and email address) for the following purposes: (i) personalizing your products; (ii) allowing you to use the Services and purchase products; and (iii) legal, where applicable.

2.3. If you wish to purchase products, we will further require you to provide your full name and payment details (for example, your credit card number and expiration date, and billing address) for the following purposes: (i) billing; and, (ii) legal, where applicable.

2.4. You hereby provide us with your freely given, specific, informed and unambiguous consent to use your name and likeness, including your MiMonarca.com’ products, for our internal and marketing purposes, as further described under the MiMonarca.com Terms of Use.

2.5. We use third-party payment processing services to process personally identifiable payment data related to you.

2.6. If you contact our customer service, we will use the content of your message for the following purposes: (i) addressing your request; (ii) improving our Website and Services; and, (iii) legal, where applicable.

2.7. We will also process personal data related to you to improve the Website, establish statistical data about our web traffic, identify potential cases of abuse of our systems, as well as prevent cyber-attacks, fraud, and identity theft.

2.8. We use your email address to send out account-related and promotional emails. The emails are sent by third-party providers with whom we share your name and email address.

2.9. You may register for our mailing list to receive updates and marketing materials. You can opt-out from the list by simply clicking on the “unsubscribe” request written in the received email message.

2.10. If you use our Services to send emails to others, you acknowledge and agree to obtain their sufficient consent and send these email messages at your sole responsibility and risk.

2.11. To the extent that we utilize third-party processors or providers to process personal data related to you (such as your full name, email address, physical address, and phone number; your citizenship is also required for our trademark application services), we engage with them under data processing agreements to ensure we have their contractual commitments to protect personal data and process such personal data for specific purposes.

2.11.1. Our use of Google marketing services and features, that includes the Google Display Network, YouTube Ads, Google Ads Words, Google Ads Enhanced Conversions feature, and Google Remarketing, is also subject to Google’s relevant policies and agreements and the option to opt-out from them via the relevant web page is available here: support.google.com/ads/answer/2662922?hl=en-GB. We also use Google Analytics and Google Analytics 4 (GA4) to improve the Website and Services. Here are two direct links that provide more information about how Google collects and processes data along with Google’s privacy practices: www.google.com/policies/privacy/partners and policies.google.com/privacy?hl=en-US. You can opt-out from the relevant Google Analytics Advertising Features by visiting the following links: optout.networkadvertising.org/?c=1 and tools.google.com/dlpage/gaoptout.

2.11.2. Our use of Facebook marketing services and features is also subject to Facebook’s relevant policies and agreements, including Facebook’s Data Policy: www.facebook.com/policy.php?ref=pf, and the option to opt-out from them via the Facebook relevant help center page is available here: www.facebook.com/help/568137493302217.

2.11.3. Our use of TikTok marketing services is also subject to TikTok’s relevant policies and agreements, including TikTok’s privacy policy where you can exercise your privacy rights: www.tiktok.com/legal/privacy-policy-row?lang=en.

2.11.4. Our use of Yahoo marketing services is also subject to Yahoo’s relevant policies and agreements, including Yahoo’s privacy policy where you can exercise your privacy rights: legal.yahoo.com/us/en/yahoo/privacy/index.html.

2.12. We report and share personal data if we believe that we are required to do so by law. Furthermore, we will need to disclose personal data if we are required to respond to lawful requests by public authorities, including, without limitation, to meet national security or law enforcement requirements.

2.13. There are business activities, such as merger, acquisition, or investment, that require us to share personal data related to you to another entity, provided, however, that the receiving entity will comply with the relevant provisions stated in this privacy policy.

2.14. Your interaction with social media features, widgets, or websites is governed by the privacy policies of the applicable social media websites. If you contact us via these social media websites, we will use the content of your message for the following purposes: (i) addressing your request; (ii) improving our Website and Services; and, (iii) legal, where applicable. We are not responsible for any use, misuse or unlawful use of the personal data that you choose to post or share on these platforms.

2.15. We gather some data automatically, such as IP addresses, browser type, internet service providers, referral links, geo-locations and clickstream data. If these types of data include personal data, it will be used in accordance with this privacy policy and for the following purposes: (i) providing you with the Services; (ii) improving our Website and Services; and, (iii) legal, where applicable.

2.16. We process aggregated data that is not personally identifiable data. For example, we use statistical analysis to improve our Services and share marketing data with our partners where such information does not identify individuals.

3. Your Choice

3.1. You can unsubscribe from our mailing list directly from the email sent, by choosing to opt-out in the settings portion of your account profile or sending an opt-out request message.

3.2. You can object to the transfer of personal data related to you to a third party, other than third parties who are strictly necessary for us to comply with applicable law and/or agreements.

5. Data Retention; Information Security

5.1. We retain data as needed to provide our Services as well as for legitimate and lawful purposes. We also retain data pursuant to legal requirements under applicable laws.

5.2. We will make efforts to guarantee that personal data is kept for no longer than is necessary for the purposes for which the personal data is processed.

5.3. If we retain personal data related to you for any legitimate business purpose other than providing our Services, we will make efforts to limit access to the personal data and to keep the retention time to a minimum.

5.4. Note that we keep aggregated non-identifiable data without limitation, and, to the extent reasonable, we will delete or de-identify potentially identifiable data, when we no longer need to process the data.

5.5. We implement information security measures, including internal policies and procedures, to secure personal data related to you and minimize the risks of theft, damage, loss of data, or unauthorized access.

5.6. These measures provide sound industry standard security. However, although we make efforts to protect your privacy, we cannot guarantee that our Services will be immune from any wrongdoings, malfunctions, unlawful access or other kinds of abuse and misuse.

We update our privacy policy from time to time.

6. Changes to this Privacy Policy

6.1. From time to time, we update this privacy policy to comply with applicable law and to reflect changes to our processing (including, without limitation, collection, usage, and storage) practices in relation to personal data (“**Privacy Updates**”).

6.2. We will send you an email message or post a notice on the Website, thirty (30) days before our Privacy Updates take effect, unless the update includes non-material changes (non-material changes will be effective immediately and without a notice), and except in urgent situations such as preventing fraud, compliance with applicable law, or addressing security and operability issues (which will be effective as soon as required, at our sole discretion).

6.3. If you object to our Privacy Updates, you may cancel your account. By continuing to use the Website or Services after the Privacy Updates take effect, you signify your agreement and consent to the Privacy Updates, unless applicable law requires us otherwise.

6.4. We may modify, enhance, or improve the Website and Services, and may accordingly offer additional tools and features. Such additional tools and features may be governed by additional or different privacy practices, terms, and conditions, as provided by us, where applicable.

6.5. This privacy policy was written in English, and may be translated into other languages for your convenience. If a translated (non-English) version of this privacy policy conflicts in any way with its English version, the provisions of the English version shall prevail.