

Privacy Policy

Last updated: July 23, 2025

Changes to This Privacy Policy

We may update this Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the updated Policy on the Site, update the “Last updated” date, and take any other steps required by applicable law.

How We Collect and Use Your Personal Information

To provide the Services, we collect information about you from various sources described below. The type and scope of the information depend on how you interact with us. In addition to the specific purposes listed below, we may use your information to communicate with you, provide and improve the Services, comply with legal requirements, enforce our terms of service, and protect our rights and those of our users.

Personal Data We Collect

The type of information we collect depends on how you interact with our Site and Services. “Personal information” means data that can directly or indirectly identify you.

Information You Provide to Us Directly:

- Contact details: name, address, phone number, email address
- Order information: name, billing and shipping address, payment confirmation, email, and phone number
- Account credentials: username, password, security questions and answers
- Messages and support inquiries

Site Usage Information:

- Device and browser information
- IP address
- Network connection details
- How you use the Site and your account

Information From Third Parties:

- Service providers
- Payment processors (bank details, cards, payment addresses)
- Marketing partners that track interactions with newsletters, ads, and the website through third-party tracking tools

How We Use Your Personal Information

Providing Products and Services:

- Processing payments

- Shipping orders
- Order, return, and transaction notifications
- Account management
- Delivery and returns logistics

Marketing and Advertising:

- Send promotional and marketing messages
- Display advertisements, including personalized ads

Security and Fraud Prevention:

- Detect and prevent fraudulent activity

Feedback and Service Improvement:

- Customer support and improving the Services

Cookies

We use cookies for:

- Site functionality
- Remembering your preferences
- Collecting analytics and improving the service

You may disable cookies in your browser settings, but this may affect the Site's functionality.

How We Share Personal Information

We sometimes share your data with third parties:

- IT service providers, payment systems, delivery services
- Advertising and marketing partners
- Affiliated companies
- As part of mergers, bankruptcies, or to comply with legal obligations

Categories of disclosed data:

Identifiers (name, contact details) → Service providers, partners, affiliates

Commercial information → As above

Internet usage data → Analytics and IT partners

Geolocation → Through IP address or other parameters

Third-Party Sites and Links

Our Site may contain links to third-party resources. We are not responsible for their security or privacy policies. Please review their terms before using.

Children's Data

The Services are not intended for children. We do not knowingly collect children's data. If you are a parent/guardian of a child, contact us to delete the information. We do not sell or transfer data of individuals under 16 years old.

Data Security and Retention

We apply reasonable security measures, but no system is 100% secure. Do not send confidential information through unsecured channels.

Retention period depends on:

- Account activity
- Service needs
- Legal obligations
- Dispute resolution

Your Rights

Depending on your country, you may have the following rights:

- Access to stored data
- Deletion of information
- Correction of inaccuracies
- Data portability
- Opt-out of sale/targeting
- Restriction of processing
- Withdrawal of consent
- Appeal of a decision
- Manage newsletter subscriptions

We may request identity verification before fulfilling a request.

Complaints

If you are dissatisfied with our response, you may file a complaint with your local data protection authority. (See list of regulators in the EEA.)

International Users

We may transfer your information outside your country. For transfers from Europe, we rely on EU Standard Contractual Clauses or equivalent mechanisms.

Contact

If you have questions or wish to exercise your rights, contact us:

 info@mh4y.cy

 Str. Andrea Assioti 4, Strovolos, CY

Unless otherwise stated, we act as the data controller.