

Privacy Policy

Latest update on 22/07/2024

Thank you for using Bouquet! We are committed to providing you the best online shopping and delivery experience possible. This Privacy Policy explains how BTL Territories (“we”, or “us”) collect, use, and share your Personal Information. “Personal Information” is information about you that we collect when you join our waitlist, browse or **subscribe** for products or services on Bouquet platform, including any websites, mobile application, device, or API where this Privacy Policy is linked (the “Services”).

Notice to Ghanaian Residence: We collect Personal Information as described below in the “Information We Collect” section for the business and commercial purposes described below under “Information Use.” We describe our disclosures of Personal Information, including why and to whom we make them, below under “Information Disclosure.”

As described in detail below, we “sell” or “share” (as defined in the Ghana Data Protection Act) certain categories of Personal Information and you may exercise your right to opt out of such disclosures by submitting your request here.

1. Information We Collect

a. Information you provide

We collect the following types of Personal Information directly from you:

Contact information: When you use or interact with the Services, we collect or obtain relevant contact details from you, including your name, address, telephone number, and email address.

Account information: When you set up a Bouquet account, we collect your username, password, and other relevant information we request.

Checkout information: If you place an order through the Services, we collect information necessary to fulfill the order, including your delivery address, the date and time of the order, the items you ordered, and any special instructions.

Age and identity verification information: If you order alcohol, prescriptions, or other restricted orders, we collect information from your government ID to verify your age or identity, including the government ID number and state or country.

Payment information: If you place an order through the Services, we collect your billing address and method of payment. Additional details regarding the processing of your payment information can be found below.

Information you make public: If you post in a public space on the Services or otherwise choose to make your Personal Information public on the Services (e.g., by sharing a recipe publicly on the Services), we collect such information. If you choose to share Personal

Information publicly through the Services, please understand that we cannot control the actions of third parties who may access or collect this information.

Other information you provide to us: We collect any other information that you choose to provide, including your responses to surveys that you choose to participate in (e.g., your taste preferences or customer satisfaction surveys) and information that you provide during your interactions with our Services and customer service representatives. We may also collect information that you provide directly to us regarding an experience with one of our retail partners.

Information you provide about others: In some cases, you may provide information to us about other people. For example, you may refer a friend to Bouquet. In these cases, we may collect the recipient's name, email, and delivery address. You may also participate in Family Accounts and provide us information about your association with another Bouquet customer. When you provide someone else's information via the Services, you are responsible for ensuring that you have permission to share their information with Bouquet. You may not provide personal information about children under the age of 16.

b. Information collected by automated means

When you use and interact with the Services, we automatically receive certain information about your device, browser, and/or activity:

Device and usage information: Our servers will record information about the device you use to connect to the Services and your usage of the Services. This includes your device's IP address, device type, browser type, internet service provider, operating system, and unique device identifiers. It also includes activity information, such as the frequency of your usage, duration, the pages you navigate to, links you click, and other interactions with the Services. We also use third-party services that employ software code to record users' interactions with the Services. Session replays include users' clicks, mouse movements, scrolls, and keystrokes during those sessions to help diagnose usability problems and identify areas for improvement.

Location Information: When you access the Services, we may collect information about your device's location. If you allow the Services to access location services through the permission system used by your device's operating system or browser, we may collect the precise location of your device. We use your location information to facilitate the prompt hand-off of pickup orders (where available), assist you in finding nearby stores, and for analytic purposes. You can choose whether or not your device's location information is shared with us by adjusting the settings on your device or browser, or when prompted by the Bouquet application. We may also infer your general location by using your device's IP address.

Cookies, Pixels, and Other Tracking Technologies: When you interact with Bouquet, we (and our partners, advertisers, and third-party advertising networks) may automatically collect information about you using device identifiers, cookies, pixels, and similar technologies. We use this information for various purposes, including to make Bouquet function properly, understand how you use the Services, personalize your experience, and measure, manage, display, and customize the advertisements you see. Our partners,

advertisers, and third-party advertising networks may also use these technologies to collect information about your online activity over time and across different websites or online services. Browsers provide choices with respect to these technologies, such as accepting all cookies or being notified when a cookie is set.

Analytics: We use third-party analytics providers who may deploy cookies, pixels, and similar technologies to analyze traffic to the Services and understand the usage of the Services as well as the performance of advertisements. For example, we use Google Analytics, an analytics tool that helps us understand how our customers engage with the Services. To learn more about Google Analytics' data practices, please visit Google's support page.

Interest-Based or Online Behavioral Advertising: To make your experience on Bouquet more engaging, we may participate in interest-based advertising using cookies, pixels, and other tracking technologies. This means that you may see advertisements while using the Services that are tailored to you, or you may see advertisements for Bouquet on other online services, based on your use of the Services or your browsing behavior across other online services. Some services where we may advertise belong to ad networks that use your web browsing history to choose which advertisements to display on their network services, which may include advertisements from Bouquet. You can learn more about interest-based advertising and navigate to options that will allow you to exercise your rights to opt out of online behavioral advertising by visiting the Network Advertising Initiative's Learn More Page or the Digital Advertising Alliance. In addition, some internet browsers, websites/platforms, and mobile devices allow you to exercise certain choices with respect to interest-based advertising. Please refer to the website you are visiting, your browser, and/or your mobile device settings for additional information. Even if you opt-out using the tools listed above, you may continue to see advertisements from Bouquet and/or our partners; however, these advertisements will not be as relevant to you.

Do Not Track: "Do Not Track" ("DNT") is a developing standard for web browsers that aims to inform the websites you visit that you do not want information about your online activity collected over time and across third-party websites or online services. Although we do our best to honor the privacy preferences of our users, we do not interpret or respond to DNT or other similar signals from your browser at this time.

c. Information received from third parties

We may receive Personal Information about you from third parties. For example:

Third-Party Services: If you log in to the Services through a third-party service, we may receive some information about you and your use of that third-party service. For example, if you choose to log in to the Services with your Facebook or Google account, we may receive information from these companies, such as your name and email address.

Prescriptions: If you use the Services for prescription delivery, the pharmacy processing your prescription will provide us with your name, delivery address, email address, birth date, telephone number, the total amount (including sales tax, where applicable) being charged to you for the prescription drug product(s) purchased, the prescription number(s), and in some cases, the total number of refills and your refill count (if you select to have refills fulfilled

through Bouquet). The pharmacy will also share whether the prescription drug product you have ordered requires temperature control. Additionally, if a prescription drug product delivered to you through the Services has been recalled, the pharmacy will share your name, email address, the date of the prescription drug product order, and the total amount to be refunded to you with us.

Bouquet Partner Sites: Partners who have implemented certain Bouquet Services on their websites may also let us collect information about your use of their sites or applications or share such information with us.

Other third parties: We also may collect or receive personal Information relating to you from our payment processors and partners, partners who assist us in fraud prevention or in connection with claims or disputes, our delivery partners, partners with whom we work for advertising measurement, attribution, and analytics, companies that offer co-branded services or products, law enforcement, public health, and other governmental authorities, and publicly available sources.

2. Payment Processors and Partners

When you subscribe using mobile money, a credit card, or another payment method on Bouquet, your payment information is collected and processed by our third-party payment processors. For example, if you subscribe with a credit card, the payment information that you provide through the Services is transmitted directly to our payment processor. We may receive limited information about your payment card from our payment processors, such as the last four digits of your card number and its expiration month and year.

We also make available opportunities to subscribe to Bouquet via other payment partners that may redirect you to their websites to submit your payment information. For instance, if you use PayPal or a “Buy Now Pay Later” partner to make purchases through the Services, you will be directed to their websites to provide your payment information. These payment partners’ privacy policies apply to the information you provide to them through their website.

3. Information Use

We use the Personal Information that we collect about you for the following purposes:

Providing the Services: To operate and administer the Services, including to process and fulfill your orders.

Service improvements: To enhance the functionality, efficiency, and quality of the Services and to develop new products and features.

Communications: To communicate with you about the Services, your orders, and other inquiries you make with Bouquet, including to respond to your customer service inquiries.

Marketing: To market Bouquet, including by showing you advertisements for Bouquet on other websites and services.

Analytics: To analyze how users interact with the Services and measure the effectiveness of advertisements.

Security and fraud prevention: To maintain the security of the Services and detect, prevent, and respond to fraud or other security incidents.

Legal compliance: To comply with applicable laws, regulations, and legal processes.

4. Information Disclosure

We share your Personal Information in the following circumstances:

Service providers: We share your information with third-party service providers who assist us with various tasks, such as payment processing, order fulfillment, delivery services, customer support, analytics, marketing, and security. These service providers have access to your information only to perform specific tasks on our behalf and are obligated to protect your information.

Business partners: We may share information about your use of the Services with our business partners to offer you certain products, services, or promotions through the Services. For example, we may share information with a partner to help them provide you with a delivery service.

Advertising partners: We share information about your interactions with the Services and other online services with our advertising partners to provide you with personalized advertisements and measure their effectiveness.

Legal requirements: We may disclose your information to comply with applicable laws, regulations, legal processes, or governmental requests.

Business transfers: If we are involved in a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction.

5. Personal Health Information

We do not collect or process Personal Health Information (PHI) as defined by HIPAA (Health Insurance Portability and Accountability Act) through our Services. If you use Bouquet to order prescriptions or other health-related items, please refer to the privacy practices of the pharmacy or healthcare provider for how your PHI is handled.

6. Children's Privacy

Our Services are not intended for children under the age of 13, and we do not knowingly collect Personal Information from children under 13. If we learn that we have collected Personal Information from a child under 13, we will delete it.

7. Third-Party Websites

The Services may contain links to third-party websites and services. We are not responsible for the privacy practices or the content of those third-party websites and services. Please review the privacy policies of those third-party websites and services to understand how they collect and use your information.

8. Information Security

We implement reasonable administrative, technical, and physical security measures to protect the Personal Information we collect and maintain. However, no system can be completely secure, and we cannot guarantee the absolute security of your Personal Information.

9. Cross-Border Transfers

Your Personal Information may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different from the laws of your country. However, we will protect your Personal Information in accordance with this Privacy Policy and applicable law wherever it is processed.

10. Information Retention

We retain your Personal Information for as long as necessary to fulfill the purposes for which we collected it and to comply with legal obligations, resolve disputes, and enforce our agreements. When we no longer need to use your Personal Information, we will either delete it or anonymize it.

11. Your Choices and Data Rights

Depending on your location, you may have the following rights regarding your Personal Information:

Access and update: You can access and update your Personal Information through your account settings or by contacting us.

Delete: You can request that we delete your Personal Information, subject to certain exceptions.

Opt-out: You can opt-out of receiving marketing communications from us by following the unsubscribe instructions in those communications or contacting us.

Cookies and tracking technologies: You can manage your cookie preferences through your browser settings.

To exercise your rights, please contact us at the information provided below.

12. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. When we make changes, we will revise the "last updated" date at the top of this Privacy Policy and post the updated Privacy

Policy on the Services. We encourage you to review this Privacy Policy periodically to stay informed about our privacy practices.

13. Contact Information

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Nii Adjei Onano Street East Legon
Accra, Ghana
info@bouquet.africa
+233 204222226.

For customer service inquiries, visit our Help Center.

If you have a disability and would like to access this Policy in an alternative format, please contact us at **+233 204222226**. BTL Territories is committed to making its electronic and information technologies accessible to individuals with disabilities.

If you have comments concerning this website's accessibility, please contact us at the email address info@bouquet.africa