

Privacy Policy

Disclaimer: We reserve the right to update this policy at any time and encourage you to check this page regularly to stay informed of any changes.

Scope

This Privacy Policy applies to any individual, as well as individuals associated with corporations and other non-individual entities, whose Personal Information we collect through our website, or offline interactions.

"Personal Information" refers to any data that identifies, relates to, or can be linked to an individual. It does not include aggregated or de-identified information that cannot be reasonably used to identify an individual.

The policy, therefore, outlines how we handle information when you interact with our website.

Personal Information We Collect

The Personal Information we collect depends on how you interact with our Services and applicable legal requirements. "Services" refers collectively to the use of our website for purposes including, but not limited to, accessing information, engaging with our applications, and utilizing our Carbon Removal Services.

i) Information You Provide Directly

- When purchasing our Carbon Removal Services, we collect details such as billing information and purchase history. Payments are processed through Shopify, which has its own [Privacy Policy](#) for all of its users. For information on what Shopify collects from Users that use the Shopify platform go to the [Shopify Consumer Privacy Policy](#). While we do not store payment details, we may receive associated billing information.
- When you sign up for updates or contact us via email or web forms, we may collect your contact details and records of correspondence.
- We may also collect information from individuals and third parties to assess and pursue business opportunities.

ii) Automatically Collected Information

When you visit our website or use our services, we may automatically collect certain data through cookies and third-party service providers. This data may include:

Automated Data: We (or our third-party service providers) may automatically collect specific information based on your interactions with the website and other technical analysis tools. This may include your location, determined via your Internet Protocol (IP) address (including an approximate



location from the IP) or through geolocation data provided by your device or browser (with your permission).

Cookie Policy and Other Technologies: We, along with third parties providing content or services on our website, may use cookies, pixel tags, and other technologies (“Technologies”) to gather information automatically as you interact with our website.

Why We Collect Your Information

We collect your personal information for several important reasons. This includes improving and enhancing our services, facilitating the purchase and use of our Carbon Services, and providing you with relevant updates and information. We also use your information to communicate with you about your use of our services through various channels, such as phone, email, and chat.

Additionally, we analyze this data to improve the functionality, performance, and overall user experience of our website. By understanding how our website and sales platform are used, we can continuously enhance and personalize your experience. We may also use your information to comply with legal requirements and conduct marketing analytics to better tailor our offerings.

How We Use Your Personal Information

We process your Personal Information across various platforms, including our website, and other online or offline services linked to this Policy.

In terms of **purchase and sale**, when you purchase our Carbon Services, we use your information to facilitate the transaction and communicate any policy changes related to your purchase.

For **administrative purposes**, we use your Personal Information to maintain functionality, analyze performance, fix errors, and enhance the usability of our website. Additionally, we work to protect against fraudulent or illegal activity, verify identities and develop new products.

We may also collect and preserve your information when necessary to **comply with legal requirements**, enforce our agreements, protect our rights and property, and cooperate with government authorities. This helps us prevent misuse or unauthorized use of our services and ensures user safety.

For **marketing and advertising**, we may use your information to personalize the content you receive. However, we do not display interest-based ads, engage in direct marketing, or sell your Personal Information.

Finally, we may use your information for other purposes, such as **performing analytics** using technologies like Google Analytics. We may also **create de-identified and aggregated data** from your Personal Information for internal analysis, research, and other legally permissible purposes. This aggregated data does not qualify as Personal Information and can be used and disclosed in various ways.

How We Share Your Personal Information

We do not sell your Personal Information, but we do disclose it to third parties for various business purposes.

i) Disclosures to Provide Services

To offer you our products and services, we may share your Personal Information with third-party service providers who assist with tasks like processing payments, fulfilling orders, IT support, analytics, hosting, and related services. Additionally, we may share your information with business partners to fulfill your specific requests. We may also share data with vendors for analytics, research, or error-reporting purposes.

We do not share your Personal Information with third-party advertising partners.

ii) Disclosures to Protect Us or Others

We may need to access, preserve, and disclose your Personal Information if we believe it is necessary to comply with legal obligations or law enforcement requests, protect the rights, property, or safety of individuals, enforce policies, or assist in investigating or prosecuting suspected illegal activity.

iii) Disclosure in the Event of Merger, Sale, or Asset Transfer

If our business undergoes a reorganization, merger, sale, or transfer of assets, including in the event of bankruptcy, your information may be disclosed to third parties involved in the transaction.

Your Privacy Choices and Rights

You have specific rights regarding your Personal Information under applicable laws. These rights include:

- The ability to confirm whether we are processing your Personal Information.
- Request a copy of your Personal Information.
- Requesting corrections if the information is inaccurate or incomplete.
- Requesting the deletion of your Personal Information.

You can exercise any of these rights at any time without facing discrimination regarding the services or pricing we offer. To do so, simply email us at contact@octaviacarbon.com, and we will process your request promptly, in accordance with legal requirements. In addition to these rights, you can limit how we share your information by adjusting various privacy settings. For example, you can disable location tracking. You can also turn off location sharing through your device settings and use Shopify's Privacy Controls Portal to manage the data Shopify collects.

If you wish to opt out of Google Analytics, you can do so by clicking [here](#). You can also unsubscribe from our emails or newsletters by emailing contact@octaviacarbon.com or using the unsubscribe link included in each email. Please note that you cannot unsubscribe from transactional emails related to services you've requested. Additionally, you can restrict or stop the placement of tracking technologies by adjusting



your device or browser preferences. Please note that cookie-based opt-outs do not apply to mobile applications, and you must opt-out separately on each browser and device.

Protecting Your Information

We take measures to safeguard your information and ensure it is handled securely in accordance with this Policy. However, no system is completely secure, and we cannot guarantee absolute protection against unauthorized access, use, disclosure, or loss. To the extent permitted by law, we are not liable for such incidents. By using our Services or sharing your Personal Information, you consent to electronic communication regarding security, privacy, and administrative matters. In the event of a security breach, we may notify you through our Services or via email.

Retention Of Personal Information

We store the Personal Information we collect as described in this Policy for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

Children's Privacy

Our Services are not intended for children under 18 (or the applicable age under local law), and we do not knowingly collect their Personal Information. If you are a parent or guardian and believe your child has shared Personal Information without consent, you may request its review, modification, or deletion by contacting us at contact@octaviacarbon.com. If we become aware of unauthorized data collection from a child, we will delete the information unless legally required to retain it and, if applicable, terminate the child's account.

Additional Terms

Third-Party Services: Our Services may link to or integrate with third-party websites, products, or services ("Third-Party Services"). Any information you share with these Third-Party Services is subject to their privacy policies. We do not control, endorse, or assume responsibility for their content, security, or any issues arising from their use. Interacting with Third-Party Services is at your own risk, and we encourage you to review their privacy policies.

Privacy Policy Updates: We may update this Privacy Policy at our discretion. If material changes occur, we will notify you as required by law. Your continued use of our Services after the changes take effect constitutes acceptance of the updated policy.

Stay Informed

Subscribe to our mailing list for the latest updates on our progress and announcements.