

PRIVACY POLICY

For Rebel Walls, transparency is key. Both in how we work but also how we handle the information we gather about our visitors. In this text, we will let you know how and why we handle personal data and cookies on our website, as well as your rights and our obligations towards you as a customer. Your experience and safety is what are most important to us.

This policy might change as the new Data Protection Law (“GDPR”) develops. Should we make significant changes we promise to let you know.

Responsibility for Personal Data

Rebel Walls is responsible for the processing of personal data on this site. That means it's our responsibility to make sure that you as a visitor:

1. Are aware of why and how we collect your personal information.
2. Can make active choices to approve or deny processing and storage of your personal information (we do not process your personal information without your approval).
3. Can update your information.
4. Can be forgotten from the system and the information we process about you is deleted.
5. Can get all personal information we store about you handed out to you.
6. May request that we export your personal information.
7. Have your personal information in safe storage with us. We will not disclose them to third-parties without you being informed.

Personal information and cookies

Personal data includes everything that can identify you personally; name, address, social security number, e-mail, etc. In addition to personal information, cookies are also used on the site. Cookies are small files sent to your computer via the browser (unless you turn off cookies) when you visit a website. Their function is to gather information about how a visitor uses a website, often to offer customized content.

Why do Rebel Walls store your personal information and cookies?

Necessary features

We have cookies that are necessary for the functionality of the site to work. For example, those who keep track of what you have added to the shopping cart.

For analysis

Some cookies are available for us to measure and analyze how our site performs and how our customers use it to improve your experience.

For your experience

Some cookies remember your settings (such as your country and language selection), and temporarily save some of our site as you browse, for everything to load faster. It makes your experience much better!

For marketing

We also use cookies to deliver better, more relevant marketing and ads to you. They help us show what you're interested in and measure how our campaigns perform.

If you ever leave your email address to us during your visit to the site, the cookie will be linked to your email address. This will allow us, if you consent to it, to send you suggestions on in-depth reading within the area of your interest, such as guides and blog posts.

We mainly use cookies to improve our services so that you get the best experience. In your browser, you can clear your cookies, but also choose to turn them off completely. Keep in mind that some parts of our site may stop working for you.

In the context of retargeting and banner advertising, we use third-party services that save cookies on our site.

How we handle cookies

Cookies are tracked using trackers, with different purposes. In our case, it's all about providing the visitor with a tailor-made experience of our range.

We will not sell, transfer or otherwise disclose your information beyond the terms of this policy, unless we are required to do so as a result of a court decision or if you consented to such sharing, for example for marketing purposes.

This does not exclude us from using suppliers who process your information on our behalf in accordance with written agreements and our instructions. The supplier who accesses your information (for example, when we use a third-party to store data on a server), is not given a right to use your information for purposes other than the purposes stated in this policy.

How to delete cookies in your browser

How to delete cookies from your browser depends on which browser you are using. You can find guidance through the browser's own interface, or website. Some common browsers and how to delete cookies in them (click for external link):

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Safari](#)

How we use the data we collect.

What personal data do we collect when ordering a product and for what purpose?

Purpose

In order to handle order / purchase.

Actions performed:

- Delivery (including notification and contact regarding delivery).
- Identification and age control.
- Payment handling (including analysis of possible payment solutions, which may include a check against payment history and credit reporting).
- Handling of complaint and warranty matters.

Categories of personal data

- Name.
- Social security number.
- Contact details (eg address, email and phone number).
- Payment history.
- Payment Information.
- Credit reports from credit reporting companies.
- Purchase information (for example, which item has been ordered or if the item is to be delivered to another address).

Legal basis: Completion of the purchase agreement. This collection of your personal information is required in order to fulfill our obligations under the purchase agreement. If the information is not provided, our commitments can not be fulfilled and we are therefore forced to refuse your purchase.

Storage period: Until the purchase has been completed (including delivery and payment) and for a period of 24 months thereafter in order to handle any complaints and warranty matters. If no activity occurred (login to account, saved favorites, contacted customer support) for 24 months, the data is permanently deleted.

What personal data do we collect if you create an account on Rebel Wall's website, join our newsletter, or download a guide as well as for what purpose?

Purpose

To create your account and manage your membership. Also in order to deliver a personalized experience of our services.

Actions performed

- Creation of login function.
- Ensuring your identity and age.
- Maintaining correct and updated information.
- The opportunity for you to follow your purchase and payment history.
- The opportunity for you to save favorites and similar facilitation measures.
- Managing your customer choices (eg Your profile and your settings).
- Creating personalized content for you, such as relevant product recommendations, presentation of your specific benefits and offers.
- Simplifying your use of our services (eg by saving favorites to facilitate future purchases or reminding you of forgotten/abandoned digital shopping carts).
- Personal communication based on your behavior.
- Analysis of the data we collect for the purpose.

Categories of personal data

- Name.
- Social security number.
- Contact details (eg address, email and phone number).
- Purchase History.
- Payment history.
- Payment Information.
- Username and password.
- Settings regarding your profile and your personal choices.
- Purchase and user-generated data (e.g., click and visit history).

Legal basis: This collection of your personal information is required to provide you with product recommendations, help and tips on how to wallpaper and information about campaigns. If the information is not provided, our commitments can not be met and we are therefore forced to deny an account with Rebel Walls.

Storage period: Until membership is terminated (can be done manually or automatically due to inactivity for a period of 24 months).

To grant / withdraw consent

We will only process your personal information after you have approved the handling, as well as the purpose of the handling.

You prevent the storage of cookies and the deletion of already stored cookies via your browser. The approach varies depending on the browser so we refer to your browser's help section to find the right path.

To download our guides, you must agree that we store your information, so we can provide suggestions for further readings in the area. You can unsubscribe from the mailing at any time through a link in the mail. You can also update your settings through the link in the mail. If you unsubscribe from further mailing, your personal

information will be removed from our system. You can [contact us](#) to have your data removed/forgotten.

To update your information

To update your personal information, just [contact us by clicking here](#).

To get your information handed out or forgotten

If you want to know what personal information we have stored about you or want to be forgotten from our system, please [contact us here](#). We will then send you all the information we have stored.

Please note that in some cases we can not delete your personal information without deleting your user account at the same time. It may be required that we retain part of your personal information after you request removal to fulfill our obligations under law or agreement.

Third-Party Information

Your personal information is secure with us. We do not sell or exchange your information.

Contact Us

[Contact us](#) if you have questions about personal information & cookies.