**Privacy Policy**

Welcome to Micay Afro Caribbean Store! This Privacy Policy outlines how we collect, use, disclose, and protect your information when you use our products and services.  
  
1. Information We Collect:  
We may collect the following types of personal information:  
Contact Information: such as your name, email address, phone number.  
Demographic Information: such as age, gender, and location.  
Payment Information: when you make a purchase on our website.  
Order History and Preferences: details of your purchases and product preferences.  
Device Information: IP address, browser type, and other technical information.

2. We collect information from you when you:

Take a purchase on our website or in-store.  
Sign up for an account.  
Subscribe to our newsletter.  
Participate in surveys or promotions.  
Interact with us on social media.

3. How We Use Your Information:  
We use your personal information for the following purposes:  
Process and fulfill your orders.  
Communicate with you about your orders, products, and promotions.  
Customize and improve our products and services.  
Send marketing communications with your consent.  
Ensure the security of our website and prevent fraud.

4. Sharing Your Information:  
We may share your information with:  
Service Providers: for order fulfillment, payment processing, and marketing.  
Legal Authorities: if required by law or to protect our rights.  
Third Parties: with your consent.

5. Your Choices:  
You have the following choices regarding your information:  
Opt-out of marketing communications.  
Update or delete your account information.  
Disable cookies in your browser settings.

6. Security:  
We take reasonable measures to protect your personal information, but no method of transmission over the internet is 100% secure.  
  
7. Changes to This Privacy Policy:  
We may update this Privacy Policy from time to time. The latest version will be posted on our website with the effective date.  
  
8. Contact Us:  
If you have any questions or concerns about this Privacy Policy, please contact us at support@micayafrocaribbeanstore.co.uk.