

# Privacy Policy

Last updated: 9 January 2025

Lumi (“we”, “our”, “us”) is committed to protecting your privacy and ensuring that your personal data is handled with care, discretion, and transparency. This Privacy Policy explains how we collect, use, store, and protect personal information when you interact with our website.

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## 1. Information We Collect

We may collect and process the following types of information:

- **Contact information:** such as your name, email address, phone number, or any information you voluntarily provide through contact forms.
- **Communication data:** messages, inquiries, or correspondence sent to us.
- **Technical data:** including IP address, browser type, device information, and usage data collected through cookies or similar technologies.

We only collect data that is relevant and necessary for legitimate purposes.

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## 2. How We Use Your Information

Your information may be used to:

- Respond to inquiries and communications
- Manage and improve our services and website
- Maintain security and prevent misuse
- Comply with legal or regulatory obligations

Lumi does **not** sell, rent, or trade personal data.

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## 3. Legal Basis for Processing

We process personal data based on one or more of the following legal grounds:

- Your consent
  - The necessity to respond to a request or inquiry
  - Our legitimate interests in operating and improving our activities
  - Compliance with applicable legal obligations
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## **4. Data Sharing**

Your personal data may be shared only when necessary, and strictly with:

- Trusted service providers acting on our behalf (hosting, technical services)
- Legal or regulatory authorities when required by law

All third parties are required to respect confidentiality and data protection obligations.

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## **5. Data Retention**

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected, or to comply with legal, regulatory, or contractual obligations.

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## **6. Data Security**

Lumi implements appropriate technical and organizational measures to protect personal data against unauthorized access, loss, alteration, or disclosure.

While no system can guarantee absolute security, we take data protection seriously and continuously review our practices.

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## **7. Cookies**

Our website may use cookies or similar technologies to enhance user experience and analyze website performance.

You may adjust your browser settings to refuse cookies or notify you when cookies are being used. Please note that disabling cookies may affect certain functionalities of the website.

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## 8. Your Rights

Depending on applicable laws, you may have the right to:

- Access your personal data
- Request correction or deletion
- Object to or restrict certain processing
- Withdraw consent at any time

Requests can be made by contacting us using the details below.

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## 9. External Links

Our website may contain links to third-party websites. Lumi is not responsible for the privacy practices or content of those external sites.

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## 10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in legal requirements or our practices. The updated version will always be available on this page.

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## 11. Contact

**Lumi**

Email: [contact@lumimorocco.com](mailto:contact@lumimorocco.com)

Location: Marrakech, Morocco