Privacy policy

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Who we are

Maria Cavali, Niasstraat 23-1, 1095 TT Amsterdam (KvK 57469695) is responsible for the personal data described here. Questions about your data: invisibleaiteam@gmail.com.

Data we collect

When you order: your name, email address, phone number, delivery and billing address, what you bought and paid, and your choice about offer emails.

Payments go straight to Stripe. We never see your card or bank details.

When you use the contact form: your name, email address and message.

How we use it

To deliver your order, send order emails and invoices, and handle returns and refunds. We need this to carry out the purchase agreement.

To keep our bookkeeping. Dutch tax law requires us to keep invoices and order records for 7 years.

For customer statistics and personalised offers: we look at what customers buy (for example which products and how often) to improve the shop and tailor offers to you. This is profiling based on our legitimate interest. You can object at any time by emailing us, and we will stop.

Offer emails: as a customer you may get emails now and then about our own similar products. You can say no at checkout ("No offer emails, thanks"), and every offer email has a link to unsubscribe. Emails about your orders always arrive.

Services we use

These companies process data only on our behalf: Stripe (payments), Google (our order administration, email and invoice storage), Vercel (website hosting) and OpenAI (only for the shop assistant, see below).

Some of them are based in the United States. Transfers are protected by the EU-US Data Privacy Framework or the EU's standard contractual clauses.

How long we keep it

Orders and invoices: 7 years, as tax law requires. Your customer details: as long as you are a customer, or until you ask us to delete them (invoices excepted). Contact form messages: as long as needed to answer them.

Cookies

We don't use tracking or advertising cookies.

We count visits with Metricool (Spain), on our behalf: which page was viewed, the screen size and the website you came from. This uses no cookies and stores nothing on your device. Private pages, such as payment and download links, are never counted. If your browser asks not to be tracked, nothing is sent.

We keep simple, anonymous visit counts for the shop owner: which pages are viewed, which website you

came from, which buttons and links are clicked, whether a form was started and sent, and the short label of a link we shared (for example from a post or a message). Nothing is stored on your device, and no name, email or IP address is saved, only totals. Private pages, such as payment and download links, are never counted. If your browser asks not to be tracked, nothing is sent.

Your cart is remembered in your own browser (local storage). It is not sent to anyone.

Shop assistant (AI chat)

If you use the chat, your messages are sent to OpenAI to write the answer. OpenAI does not use them to train its models and deletes them after at most 30 days. Please don't share sensitive information in the chat.

We don't store your chat itself. To improve our answers, we keep a short anonymous summary of each chat: what it was about and whether the assistant could answer it. It contains no name, email address, phone number, order number or address, and is deleted after 12 months. We use it for a monthly overview of the questions we get (legitimate interest: improving our service).

If you choose "Talk to a person" in the chat, we receive your email address and the chat, so we can reply to you by email. We keep that email as long as needed to help you.

To look up an order, the assistant asks for your order number and email address and only checks them against our order list.

Your rights (GDPR)

You can ask to see, correct or delete your data, to receive a copy, or object to how we use it. Email invisibleaiteam@gmail.com and we will reply within a month.

You can also complain to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens, autoriteitpersoonsgegevens.nl).