

## Privacy policy

### Your privacy matters to us.

Below is an explanation of what type of data processing these features represent. As always we do not share, sell or rent our customers data to third parties for sales or marketing. If you have any questions [contact us](#).

## Cookie policy

New **laws and directives of the European Union** require websites to **inform their users** about cookie usage and other forms of local data storage. At the same time, European laws require the **final user consent** for this treatment and storage of personal data.

To this extent, our page informs you about our cookie policy from the first visit you make, through an information bar presented in the lower part of the screen, in which the user has the opportunity to read our policy and accept it.

Cookie usage is active from the very beginning of your visit in order to improve your user experience. Should you reject our policy, you can always delete your cookies and [remove your consent for generating new cookies](#).

### What is a cookie and what is it for?

A cookie is a small text file that a website uses in order to save, in your computer, phone or any other device, a piece of information about your navigation within that website.

Cookies are mainly used to analyze navigation trends, receive usage statistics and to make navigation easier and more efficient. For instance, if you visit us for a second time, your preferences will be saved so our site shows you relevant information for you or if you were referred by an affiliate.

### Session and persistent cookies

We use **two different types** of cookies depending on its origin: session cookies and persistent cookies.

Session cookies are designed to **identify a specific user** navigating through several sections of our site during **a single visit**, for example to collect which path or steps is/are the user following during the visit. Once the user **exits the site or closes the web browser**, this cookie **disappears**.

Persistent cookies **remain stored** in your device and can be consulted for **a longer time** (usually weeks), for example to remember you as a registered user without having to log in again.

## **Our cookies and third-party cookies**

In case you **log in with your account**, we will generate a cookie for you that will be specifically used in our site to remember your session. In this case, it is a cookie created and managed by our site, that will expire within hours or days. Your device **also receives cookies** created and managed by third parties, in particular our partner **Google** and its platforms Google Analytics and Google AdSense.

For more information, visit [Google's privacy policy](#), [Google Analytics terms of cookies use](#) and [DoubleClick and AdSense's cookie policy](#).

## **Cookies consent withdrawal**

In addition to the removal of your current cookies, you can block the creation of new cookies. In order to do it, you can configure your **web browser settings** to block certain cookies or to reject the third-party cookies that we are using in our site. To this extent, we refer you to the [opt-out of Google Analytics](#) and the [opt-out of AdSense and DoubleClick](#).

To this extent, we inform you that blocking cookies, either from our site or third-parties', may result in the impossibility of accessing several parts of our website, as well as a less efficient navigation or a non-customized user experience.

## **Data collection and processing policy**

When you **enter any of our pages**, we can know many things **about you**: which page are you visiting, approximate location, Internet service provider, device language, screen resolution, operating system and the referring website.

All data is collected only for **statistical purposes** and is managed by our partner **Google**, through its web analytics service [Google Analytics](#), the most used service for websites, and therefore [its privacy policy](#) is also an extension of this one.

At the same time, our **advertising spaces** are managed by the [Google AdSense](#) platform, so that any advertisement visualization is also subject to the [Google's privacy terms](#). In this case, Google

directly selects the advertisement, so **we do not have any access to your information** about browser history and/or interests or preferences through this platform.

In some concrete cases, Google does give us **demographic data** such as gender, age or interests of our visitors through the Google Analytics platform, but always in **general terms and anonymously**. For more information, please visit [Google's privacy policy](#) and its [data usage policy via partners](#).

In general, for a basic navigation we do not use any cookies, unless you log in with your account, for which they are necessary to manage your access. At the same time, it is possible that our partner Google may do it in order to generate statistics for us and/or present you more relevant advertisements.

## **Our essence are letters and fonts...**

In the moment you **generate a customized font** from our font catalogue or any of the available categories, **our server** manages the process and collects your preferences: the text itself, its color and the font size.

All this information is collected **anonymously** all the time, if you have logged in or not.

Preferences about **size and color** are **deleted** immediately after generating the image, while the **converted text** is collected anonymously for statistical reasons.

On one hand, the existence of a certain text lets us know **how many people arrive at the last step** of the font generating process. On the other hand, **text lengths** lets us adapt the image generation process and the user interface in order to improve your user experience and detect user trends.

All the content of the used texts **is not processed** in any way, not even for statistical reasons, and it is not shared with our partners either, under any circumstance.

## **What happens if I do not accept your policy?**

In relation to personal data processing, from the first moment **you are subject to this privacy policy** and invited to read it and accept it. In case you do not accept this policy, **you should avoid giving away any personal information** through any of our sections. Following this process, you will avoid us to store and process any of your data.

Nevertheless, our website **allows a basic usage** of it without sharing any personal information.

In the previous sections you will find **which tools or sections do not collect** this type of information.

On the other hand, in order to know more about **how to control the information you send** to our partner **Google** and its clients, we recommend you reading [the data usage policy via Google's partners](#) and additional information from the [Google Safety Center](#).

## **Validity and change notification**

This website can perform any type of change in this policy with immediate validity. On the other hand, the user is able to access this policy in all moment through this same page. In case of a discrepancy between translated versions, the version that will prevail over any other will be the one published in English.

## **Customer Privacy**

Our customers will have their data stored in order to process and fulfill their orders, provide customer service and comply with credit card regulations both by us and our third party fulfillment warehouse. We never sell our customer lists, or share them with third parties not involved in processing or shipping orders.