

E-commerce Privacy Policy Template

Effective Date

Last Updated

Version

("**Company**," "**we**," "**us**," or "**our**") respects your privacy. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you visit or use , shop with us, create an account, contact us, or otherwise interact with our products and services (collectively, the "**Services**").

By using the Services, you acknowledge that you have read this Privacy Policy.

1. Scope of This Policy

This Privacy Policy applies to personal information collected through the Services and through related communications, including customer support, promotional communications, and social media interactions managed by the Company.

This Policy does not apply to third-party websites, payment platforms, delivery providers, social media platforms, or other services that may be linked to or integrated with the Services. Those third parties may have their own privacy policies.

2. Personal Information We Collect

We may collect the following categories of personal information, depending on how you use the Services:

Category	Examples
Contact information	Name, email address, telephone number, billing address, and shipping address
Account information	Username, password, account preferences, saved items, and account activity
Order and transaction information	Products viewed or purchased, order history, delivery details, returns, refunds, and transaction records

Payment-related information	Payment method details and limited transaction information provided by our payment service providers
Communications	Messages, reviews, survey responses, customer-service requests, and other communications you send to us
Device and usage information	IP address, browser type, device identifiers, operating system, pages viewed, referring URLs, and interaction data
Marketing preferences	Your communication preferences, subscription status, and responses to promotional messages
Information from other sources	Information received from service providers, advertising partners, social media platforms, fraud-prevention providers, and publicly available sources, where permitted

You are not required to provide all requested information. However, if you do not provide information necessary to process an order, deliver products, maintain an account, or respond to a request, we may be unable to provide the relevant Service.

3. How We Collect Personal Information

We collect personal information directly from you when you place an order, create an account, subscribe to marketing communications, submit a review, contact us, or otherwise use the Services.

We also collect certain information automatically through cookies, pixels, log files, and similar technologies when you use the Services. In addition, we may receive personal information from payment processors, shipping providers, marketing partners, analytics providers, and social media platforms.

4. How We Use Personal Information

We use personal information for legitimate business and operational purposes, including to:

- Process, confirm, fulfill, and deliver orders;
- Process payments, refunds, exchanges, and returns;
- Create and manage customer accounts;
- Communicate about orders, account activity, customer-service requests, and product availability;
- Personalize the Services, including product recommendations and shopping experiences;
- Send marketing communications where permitted and in accordance with your preferences;

- Conduct analytics, research, and service improvement activities;
- Detect, investigate, and prevent fraud, security incidents, prohibited activity, and misuse of the Services;
- Comply with legal obligations, enforce our terms, and protect the rights, safety, and property of the Company, our customers, and others; and
- Carry out any other purpose disclosed when the information is collected or authorized by you.

5. Payment Processing

Payments are processed through and any other payment providers made available through the Services. Payment providers may collect and process payment-card details and other payment information under their own privacy policies and security procedures.

The Company may receive limited payment-related information, such as transaction status, payment confirmation, payment method type, and billing details, to process orders, prevent fraud, handle refunds, and maintain business records. We do not store complete payment-card numbers unless expressly stated at the point of collection.

6. How We Share Personal Information

We may share personal information with the following categories of recipients:

Recipient	Purpose
Service providers	Website hosting, payment processing, order fulfillment, shipping, customer support, analytics, marketing, security, and technology services
Business partners	Joint promotions, advertising, loyalty programs, or other activities where you have chosen to participate or where permitted by law
Professional advisers	Legal, accounting, insurance, audit, and other professional services
Government authorities and other parties	Compliance with legal requirements, lawful requests, investigations, or protection of legal rights
Successors in a business transaction	A merger, acquisition, financing, reorganization, sale of assets, or similar corporate transaction

We may also disclose information with your consent or at your direction.

We do not sell personal information for money. If applicable law defines certain advertising, analytics, or data-sharing activities as a “sale,” “sharing,” or similar term, we will provide the notices and choices required by that law.

7. Cookies and Similar Technologies

We use cookies and similar technologies to operate the Services, remember your preferences, understand how visitors use our website, improve performance, support security, and measure the effectiveness of advertising and marketing.

Some cookies are necessary for the website to function. Others may be used for analytics, personalization, or advertising. You can manage certain cookie preferences through or through your browser settings. Disabling some cookies may affect the availability or functionality of certain features.

8. Marketing Communications

You may receive promotional emails, text messages, or other marketing communications from us if you subscribe, make a purchase where permitted, or otherwise consent to receive them.

You may opt out of promotional emails by using the unsubscribe link in the message. You may opt out of text messages by following the instructions in the message or contacting us at . Opting out of marketing communications does not prevent us from sending non-promotional communications about your orders, account, transactions, or our ongoing business relationship.

9. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including to fulfill orders, provide the Services, maintain business records, resolve disputes, enforce agreements, prevent fraud, and comply with legal obligations.

The length of time we retain information depends on the nature of the information, the purpose for which it was collected, applicable legal requirements, and our operational needs.

10. Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure. However, no method of transmission over the internet or method of electronic storage is completely secure. You should use appropriate care when submitting information online and keep your account credentials confidential.

11. International Transfers

The Company may process and store personal information in countries other than the country where you live. Those countries may have data-protection laws that differ from the laws in your country.

Where required, we will take appropriate measures intended to protect personal information transferred across borders in accordance with applicable law.

12. Your Privacy Rights and Choices

Depending on your location and applicable law, you may have rights regarding your personal information, including the right to request access, correction, deletion, restriction of processing, portability, or withdrawal of consent where consent is the basis for processing.

You may submit a privacy request by contacting us at or through . We may need to verify your identity before responding to a request. We will respond within the time required by applicable law.

Some rights may be limited by legal requirements, security needs, the rights of others, or circumstances in which we must retain information.

13. Children's Privacy

The Services are not intended for children under . We do not knowingly collect personal information from children under that age without authorization required by applicable law. If you believe that a child has provided personal information to us, please contact us at so that we can review the matter.

14. Third-Party Links and Services

The Services may contain links to websites, platforms, or services operated by third parties. We are not responsible for the privacy practices, content, or security of third-party services. You should review the privacy policies of those third parties before providing them with personal information.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, Services, legal obligations, or business operations. We will post the updated Policy on the Services and revise the “Last Updated” date above.

Where required by law, we will provide additional notice or obtain consent before material changes take effect.

16. Contact Us

If you have questions, concerns, or requests about this Privacy Policy or our handling of personal information, please contact:

Authorization

This Privacy Policy is issued by and is approved for publication and use as of the Effective Date.

Company

Authorized Representative

Title

Date

Signature



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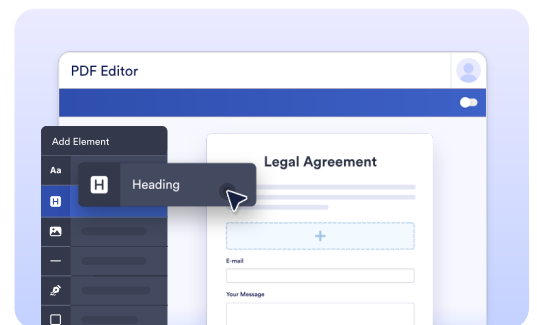
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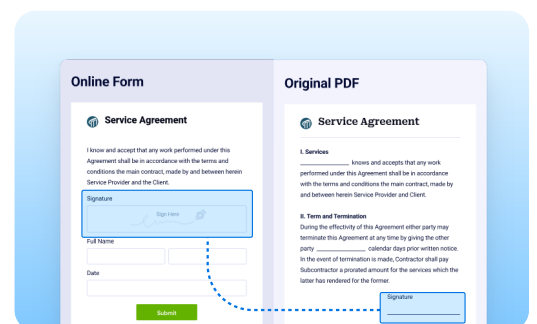
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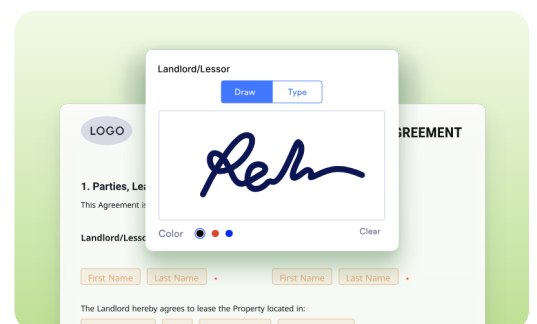
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