

Shopperly

Last Updated: 08 March 2022

1. Privacy Policy

Shopperly.dk (also referred to as “we”, “us”) care about the privacy of our users (also referred to as “user”, “you”), and we strive to provide our users with tools to control as many aspects of their information as possible.

This Privacy Policy (also referred to as “policy”) explains how we collect and work with your data when you access Shopperly(also referred to as “product”, “software”, “platform”).

We reserve the right to make changes to this policy at any time and for any reason, and we will notify you of the changes either by email or by posting a notice on our website: Shopperly.dk

Unless stated otherwise, any changes take effect from the date of the notice.
The effective date of this policy is also stated at the top of this document.

You are responsible for familiarizing yourself with all changes and by continuing to access and use Shopperly, you agree to the most recent updated policy.

If you do not agree with the terms of this policy at any time, you are not permitted to access or use the platform.

2. Special notice for people with residence in California

Due to limitations of the platform in its current state, and for legal reasons, people residing in California are not allowed to register or access the platform.

3. What information do we collect?

a. Personal Data

Personally identifiable information, such as, but not limited to, your name, address, telephone number and email address, which you voluntarily give to us when you create an account and choose to use Shopperly.

b. Other Data

When you work within Shopperly, for example creating or editing products, handling orders, inviting users or collaborating with other users in any way, the information you provide is completely up to you, and must be maintained properly by you.

c. System and Analytics Data

Information such as, but not limited to, your IP address, browser type, operating system, access times, usage time, number of products and packages created/edited, number of users

using the platform, number of orders, language preferences and non-precise location(derived or inferred from technical data like your IP address or language settings).

If you access the platform from a mobile device, this information may also include your device name and type, device operating system, the manufacturer and model of the device, and information about the location of your device.

4. How do we use your information and why

We use your Personal Data only to provide you with access to the platform, while Other Data and System and Analytics Data are used to develop, maintain and improve our products and services. We do not, and have no desire, to re-sell your information in any way.

If you choose to give us feedback on the platform or contact us in any other way, we may use that information to help us improve the platform, and potentially share that information internally.

5. Interactions with Other Users

If you interact with other users on the platform, those users may see your name, email address, profile picture, and descriptions of your activity, including the current status of orders and products.

Please always use common sense when posting information online, no matter if it's on the Shopperly platform or any other media, and remember to respect the privacy of other people both online and in real life.

6. Third Parties

We may share your information with third parties, including investors, for the purpose of conducting general business analysis, and we may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services and customer service.

7. Sale or Bankruptcy

If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity.

If we go out of business or enter bankruptcy, your information might be an asset transferred or acquired by a third party.

You accept that such transfers may occur and that the successor or third party may decline commitments we made in this policy.

We cannot afterwards be held responsible for the actions of the successor's or third parties, and we have no authority to control actions of the third-party or successor. If you no longer wish to use the platform, receive emails or other communications from the third party, you are responsible for contacting them directly.

8. Cookies

Shopperly uses only the most essential Cookie-types required for the platform and its features to work.

You also agree to our Cookie Policy when signing up. For more information, please see our Cookie Policy.

9. Advertising

We may use your personal data to send out information such as email campaigns or newsletters to you, informing about new features or important information about the platform.

Our users' data remain private and will never be used to promote the platform publicly without the users explicit consent.

10. How we protect your data

We take both administrative and technical measures to protect your data as much as possible. This includes hashing and salting of user passwords, SSL encryption on the servers and shielding your personal information as much as we see possible throughout the platform.

Our hosting-partners have implemented both technical and physical levels of protection.

Even though we have taken many steps to protect your data, please note that no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against interception or other types of misuse.

The information you choose to provide online, either on our platform or in general, should always be carefully thought through.

11. Children and minors

To use Shopperly you must agree to all our policies, including the Terms of Service policy, which clearly states that you are not allowed to access the platform, if you do not meet the requirements in **section 1.2**.

Shopperly is not designed or intended for children under the age of 13, or any other person that cannot form a legally binding contract.

If you become aware of any data collected from any user not meeting our outlined requirements, especially children, please contact us as soon as possible on privacy@shopperly.dk

12. How to manage your own information

You can at any time review or change parts of your account information from the administrative system, except the sign up user's email address, since it is used as your unique identifier and username for your Shopperly account.

From the administration page you can at any time alter or delete all user accounts, with the exception of the one you signed up with, and if you choose to do so, personal information about that user will irrevocably be deleted, including the name, email address and profile picture - with the exception of the

user information stored directly on orders, as we need to keep that historical information for legal purposes.

As stated in our **Data Processing Agreement**(DPA), which you also agree to when signing up for Shopperly, you are the Data Controller of the data you provide, and are therefore solely responsible for ensuring that the processing of the data you have provided is always in compliance with the rights and obligations of this agreement and all other agreements between you and Shopperly.dk, including compliance with all laws and regulations that applies to the data.

If you would like to completely close your Shopperly account, including deleting all possible information stored, please reach out to us on privacy@shopperly.dk
However please note that some Danish regulatory bodies and laws require us to keep some personal information about you for several years, in order to be compliant with necessary audits.

13. Contact information

If you have any questions regarding this Privacy Policy, please contact us at privacy@shopperly.dk