

# Privacy Policy

**Effective Date: [26 May 2025]**

This Privacy Policy describes how **ShopDonation UK**, a company based in Cheshire, England ("**we**", "**our**", or "**us**"), collects, uses, and shares your personal data when you use our websites, mobile applications, and related services (collectively, the "**Services**").

We are committed to protecting your privacy and handling your data in a transparent, secure, and lawful manner, in accordance with the **General Data Protection Regulation (EU) 2016/679 (GDPR)** and other applicable privacy laws.

## 1. Who We Are

**ShopDonation UK**

Cheshire, England

Email: jonathan@shopdonation.co.uk

We are the data controller of your personal data in accordance with applicable data protection laws.

## 2. What Data We Collect

When you register for or use our Services, we may collect the following personal data:

- Full name
- Address
- Username

- Date of birth
- Email address
- Profile photo
- Payment details (only applies to users participating in our referral program)
- Income level
- Interests and hobbies

We may also collect data automatically through cookies and other tracking technologies (see Section 8).

### **3. Legal Bases for Processing**

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

- Your consent
- Performance of a contract

### **4. Purposes of Data Processing**

We process your personal data for the following purposes:

- Creating and managing user accounts
- Providing and facilitating the sale of goods and services
- Sending marketing communications and newsletters

- Enhancing and personalizing user experience
- Performing analytics and service improvement
- Providing customer support
- Communicating with users regarding updates or service-related matters
- Ensuring the proper functioning and security of the website and apps
- Enabling interactive features such as commenting, messaging, user forums, and other forms of social interaction

## **5. International Data Transfers (Transfers to Third Countries)**

To provide you with a seamless and efficient experience across our Services, it may be necessary to transfer your personal data to trusted service providers and partners located outside the EU/EEA. These transfers are essential for the international functionality of our Services.

We take your privacy seriously and only work with carefully selected partners who demonstrate a strong commitment to data protection. Where applicable, we implement appropriate safeguards to ensure that your data continues to be protected to a high standard, regardless of where it is processed.

### **Important Notices Regarding Transfers:**

- To support the global visibility and functionality of our Services, certain limited profile information - such as your first name and the initial of your last name (e.g., John D.), your username, and your profile photo—may be made publicly visible in countries both within and outside the EU/EEA. We understand the importance of privacy, so you will have the ability to manage these settings. If you prefer to

limit the public visibility of this information, you can opt out at any time through your account settings.

- We take appropriate and reasonable measures to protect your personal data. However, as with any data transmission or storage system, certain risks can always exist despite our efforts.

## 6. Data Sharing with Third Parties

To provide you with a seamless and efficient experience across our Services, it may be necessary to share your personal data with:

- **Service providers and partners** who perform services on our behalf (e.g., payment processing, analytics, hosting, email delivery)
- **Other users**, to the extent that your profile information is public or shared by you
- **Legal and regulatory authorities**, when required by applicable laws

These recipients may be located inside or outside the EU/EEA.

## 7. Public Visibility

Some limited information from your profile — such as your first name and the first letter of your last name (e.g., "John D."), your username, and your profile photo — may be visible to other users or the general public, including users outside the EU/EEA. This visibility helps enable social features or user identification in public-facing areas of the Service. If you prefer to limit the public visibility of this information, you can opt out at any time through your account settings.

## 8. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance user experience, provide personalized content, analyze usage patterns, and deliver targeted ads.

Cookies are small data files stored on your device when you access our Services. We use the following types of cookies:

- **Essential cookies:** These are necessary for the website or app to function and cannot be switched off in our systems.
- **Performance cookies:** These help us understand how users interact with our Services by collecting information anonymously.
- **Functionality cookies:** These allow the website to remember choices you make (such as your username, language, or region).
- **Targeting/advertising cookies:** These cookies are used to deliver advertisements relevant to you and your interests.

We may also use third-party cookies from analytics and advertising providers, such as Google Analytics, to help us analyze website traffic and deliver more relevant ads.

You can manage or disable cookies at any time through your browser settings. Please note that disabling cookies may affect your experience on our Services.

By continuing to use our Services, you consent to our use of cookies as described in this policy.

## **9. Data Retention**

We retain your personal data only as long as necessary to fulfill the purposes outlined in this Policy, comply with legal obligations, resolve disputes, and enforce agreements.

When data is no longer needed, it will be deleted or anonymized.

## 10. Your Rights

Depending on your location, you may have the following rights under GDPR:

- **Right to access** – You can request access to the data we hold about you.
- **Right to rectification** – You may request correction of inaccurate or incomplete data.
- **Right to erasure** – You may request deletion of your personal data.
- **Right to restrict processing** – You may request restriction of how your data is processed.
- **Right to object** – You may object to processing based on legitimate interests or direct marketing.
- **Right to data portability** – You may request your data in a structured, commonly used format.

You may withdraw your consent at any time where processing is based on consent.

To exercise these rights, please contact us at: [Insert Contact Email]

## 11. Children's Privacy

Our Services are not intended for children under the age of 16. We do not knowingly collect data from children under 16 without parental consent.

## 12. Security of Your Data

We take reasonable organizational and technical measures to secure your personal data from unauthorized access, disclosure, alteration, or destruction.

However, no system is 100% secure, and we cannot guarantee absolute security.

## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Effective Date" at the top. If changes are material, we will notify you by posting a notice or via email.

## 14. Additional Information for UK Users (UK GDPR)

If you are located in the United Kingdom, your personal data is processed in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

Your rights under the UK GDPR mirror those under the EU GDPR and include:

- The right to access your data
- The right to rectify inaccurate data
- The right to erase your data
- The right to restrict or object to processing
- The right to data portability
- The right to lodge a complaint with the Information Commissioner's Office (ICO)

To exercise these rights or raise concerns, please contact us at: [Insert Contact Email]

## **15. Additional Information for California Residents (CCPA/CPRA)**

If you are a resident of California, you have certain rights under the **California Consumer Privacy Act (CCPA)** and its amendment, the **California Privacy Rights Act (CPRA)**.

### **Categories of Personal Information Collected:**

We may collect the following categories of personal information, as defined under the CCPA:

- Identifiers (e.g., name, address, email, IP address)
- Commercial information (e.g., purchase history)
- Internet or other electronic network activity (e.g., browsing history, device information)
- Geolocation data
- Profile or inference data (e.g., interests, hobbies)
- Financial information (e.g., payment details)
- Personal characteristics (e.g., date of birth, income level)

### **Your Rights:**

- **Right to Know** – Request information about the categories and specific pieces of personal data we have collected about you.



- **Right to Delete** – Request deletion of your personal data, subject to certain exceptions.
- **Right to Opt Out of Sale/Sharing** – Request that your personal information is not sold or shared.
- **Right to Non-Discrimination** – You will not be discriminated against for exercising your CCPA rights.

To submit a request, please contact us at: [Insert Contact Email]

Doelshop does **not sell** personal information as defined under the CCPA.

If you are an authorized agent making a request on behalf of a California consumer, you must provide written authorization and proof of your identity.

## **16. Social Network Plugins**

Our Services may include social network plugins, such as buttons or links to Facebook, Instagram, Twitter (X), LinkedIn, and other platforms. These plugins may allow the social network to collect information about your interaction with our Services, including your IP address, browser details, and which pages you visit, even if you do not interact with the plugin directly.

These plugins are governed by the privacy policies of the respective social media platforms and are not controlled by us. We encourage you to read the privacy policies of these third-party services to understand how they handle your data.

If you are logged into your social media account while using our Services, your activity may be associated with your profile. You can avoid this by logging out of the relevant social media platforms before accessing our Services or by adjusting your browser settings to block third-party cookies.

By using our Services with social plugins, you consent to the data practices described in this section.

## **17. Privacy Officer**

We have designated a **Privacy Officer** responsible for overseeing our data protection and privacy compliance efforts.

If you have any questions, requests, or complaints regarding how we process your personal data or wish to exercise your rights, you may contact our Privacy Officer at:

### **Privacy Officer**

Email: [jonathan@shopdonation.co.uk](mailto:jonathan@shopdonation.co.uk)

Address: ShopDonation UK, Cheshire, England

Our Privacy Officer will review your inquiry and respond within a reasonable timeframe.

## **18. Contact Us**

For general inquiries related to this Privacy Policy, our Services, or the use of your information, you may contact us at:

### **ShopDonation UK**

Email: [jonathan@shopdonation.co.uk](mailto:jonathan@shopdonation.co.uk)

Address: ShopDonation UK, Cheshire, England

For privacy-specific questions or to exercise your data protection rights, please refer to Section 17 (Privacy Officer).

## **19. Public Information**

Our Services may allow users to post content or information publicly, including but not limited to photographs, status updates, comments, blogs, articles, or other personal contributions. Please note that any such content

you choose to make public will be accessible to other users and, in some cases, to the general public.

We do **not guarantee the privacy or confidentiality** of information that you choose to publish or make visible via public features. You are solely responsible for the content you share publicly, and we encourage you to exercise caution when posting personal information.

## **20. Opting Out of Communications**

From time to time, we may send you informational or marketing communications, including announcements, promotional materials, or updates about our Services. You may opt out of receiving such communications by:

- Clicking the “**unsubscribe**” or “**opt-out**” link included in the footer of our emails, or
- Contacting us directly at: [Insert Contact Email]

Please note that opting out of marketing or promotional emails will not affect our ability to send you **important communications related to your use of our Services**, such as account notices, service updates, or transactional emails.

By providing us with your personal data or using our Services, you acknowledge that a commercial relationship has been established with us. As such, you agree that any email communications from us or our third-party affiliates, including unsolicited messages, shall not be considered unsolicited commercial email (SPAM) under applicable law.

**By using our Services, you agree to the terms of this Privacy Policy.**