

Privacy Policy

Effective Date: 08/01/2024

Introduction

PopShop Market ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, www.popshopmarketct.com (the "Site"). Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the Site.

1. Information We Collect

We may collect information about you in a variety of ways, including:

Personal Data: Personally identifiable information, such as your name, shipping address, email address, and telephone number, that you voluntarily give to us when you register on the Site or when you choose to participate in various activities related to the Site, such as making a purchase or signing up for our newsletter.

Derivative Data: Information our servers automatically collect when you access the Site, such as your IP address, browser type, operating system, access times, and the pages you have viewed directly before and after accessing the Site.

Financial Data: Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you make a purchase on the Site.

Mobile Device Data: Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device.

2. Use of Your Information

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

Create and manage your account

Process your transactions and deliver the products you have purchased

Send you a confirmation email after you make a purchase

Send you our newsletter or other marketing communications

Improve our services and website functionality

Prevent fraudulent transactions and monitor against theft

Respond to your customer service requests and support needs

Communicate with you about your account or transactions with us

3. Disclosure of Your Information

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights: If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.

Business Transfers: We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Third-Party Service Providers: 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, customer service, and marketing assistance.

Marketing Communications: With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

Affiliates: We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy.

4. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

5. Your Choices

You may review, change, or terminate your account at any time. You may also opt out of receiving marketing communications from us by following the unsubscribe instructions included in these emails or by contacting us directly.

6. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy