

Privacy Policy

Privacy Policy for Shophook

Last Updated: 01 Feb. 26

1. Introduction

Shophook ("we," "our," or "us") respects your privacy and is committed to protecting the personal information of our users ("Merchants") and the information processed on their behalf regarding their customers ("End Customers").

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website and eCommerce building platform (the "Service").

2. Information We Collect

A. Information from Merchants (You)

When you register for a Shophook account to build your store, we collect:

- **Account Information:** Name, email address, physical address, and phone number.
- **Billing Information:** Credit card details or payment account information (processed via secure third-party payment gateways).
- **Store Content:** Images, product descriptions, and prices you upload to your store.

B. Information from End Customers (Your Shoppers)

When an End Customer visits a store built on Shophook, we collect and process information **on your behalf** as a service provider. This includes:

- **Order Information:** Name, billing/shipping address, email, phone number, and items purchased.
- **Payment Data:** Payment information required to process the transaction.
- **Device Data:** IP address, browser type, and device information for fraud prevention and analytics.

C. Automatically Collected Data

We may collect technical data such as your IP address, browser type, operating system, access times, and the pages you have viewed directly before and after accessing the Service.

3. How We Use Your Information

We use the collected information for the following purposes:

- **Service Delivery:** To provide, operate, and maintain the Shophook platform.
- **Transaction Processing:** To facilitate the purchase and fulfilment of orders between Merchants and End Customers.
- **Support:** To respond to your comments, questions, and customer service requests.
- **Communication:** To send you technical notices, updates, security alerts, and administrative messages.
- **Security:** To monitor and prevent fraudulent activity and unauthorized access.

4. Role of the Merchant (Important)

If you are a Merchant using Shophook:

- **You are the "Data Controller":** You control the data of your End Customers. You are responsible for complying with applicable privacy laws (e.g., posting your own Privacy Policy on your Shophook store) and informing your customers how you use their data.
- **We are the "Data Processor":** Shophook processes End Customer data solely to provide the Service to you and according to your instructions.

5. Sharing of Information

We do not sell your personal data. We may share information with:

- **Service Providers:** Third-party vendors who perform services for us, such as payment processing (e.g., Stripe, PayPal), data hosting (cloud providers), and email delivery services.
- **Legal Requirements:** If required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).
- **Business Transfers:** 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.

6. Data Security

We implement industry-standard security measures (including SSL encryption) designed to protect your data. However, strictly speaking, no transmission over the Internet or electronic storage method is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

7. Cookies and Tracking Technologies

We use cookies to help you log into the Service and to remember your preferences. You can instruct your browser to refuse all cookies, but if you do, you may not be able to use some portions of our Service (e.g., the shopping cart wizard).

8. Your Data Rights

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

- **Access:** Request copies of your personal data.
- **Correction:** Request that we correct any information you believe is inaccurate.
- **Deletion:** Request that we erase your personal data (subject to legal retention requirements).

Merchants may exercise these rights by contacting us. **End Customers** seeking to access or delete their data should contact the Merchant (the store owner) directly.

9. Third-Party Links

Stores created on Shophook may contain links to third-party websites or plug-ins. We are not responsible for the privacy practices or content of those third-party sites.

10. Contact Us

If you have questions or comments about this Privacy Policy, please contact us at:

- **Email:** support@pilmobi.com

- **Address:** 60 Burger Avenue, Lyttleton Manor, Centurion
