

## 1. Introduction

We at Loupedeck care about keeping your personal data safe and secure. We are committed to protecting your privacy rights under the General Protection Regulation ('GDPR'). The purpose of this privacy notice is to inform you what personal data we collect and the reasoning behind the collection.

## 2. Collecting your personal data

Under GDPR, personal data is defined as *any information relating to an individual that can be used to directly or indirectly to identify the individual*. This includes your name, phone number, email address, house address, IP address, social security number, etc.

In the following sections, we have laid out when we collect your data, what data is being collected, and why.

### 2.1 Purchasing our products

When you purchase a product through our web shop, we require your name, address, phone number and payment details. Our store is hosted on Shopify inc (please see section 5). This data is necessary to complete the transaction and for our couriers to send the order to you.

Under no circumstances will Loupedeck personnel be able to receive or view your payment details (e.g. credit card number).

### 2.2 Contacting Loupedeck directly

When you contact Loupedeck directly, either through our info or support e-mail, or our support page, we will receive your name and e-mail address, in addition to your telephone number if this is your preferred method of contact (note: telephone number is not compulsory). Our customer service platform is provided by Zendesk (please see section 6 for more information).

This information is necessary for us to get back to you and answer your question and provide support.

### 2.3 E-mail marketing

For e-mail marketing, we require only your e-mail address for the delivery of marketing-related content.

With your given permission, we may send you e-mails about our store, new products and other updates. You have the right to object and opt-out of these marketing emails at any time by clicking 'unsubscribe' from the bottom of the email, or by sending an email to: [support@loupedeck.com](mailto:support@loupedeck.com)

We will not send you marketing emails without your express consent.

We use Shopify (section 5) and MailChimp (section 7) to collect your e-mail address for the purpose of e-mail marketing.

#### 2.4 General website use and cookies

We use cookies and other technologies on our website to collect useful information. We use third party company AdRoll for managing cookies and target marketing.

For more information on how AdRoll uses cookies to gather information, please see AdRoll's privacy policy at:

<https://www.adrollgroup.com/privacy>

If you do not consent to being tracked by cookies, you can opt out at any time by visiting our opt out page [here](#).

We also use Google Analytics to gather data, however we have implemented IP masking, so that your location and IP is unidentifiable.

**Disclaimer:** we will not use your personal data for any other purpose than specified above.

### 3. Disclosure

We may disclose your personal data if we are required by law to do so.

### 4. Your privacy rights

You have the right to access, rectify and delete your personal data that you have provided to us. If your provided information has mistakes, or has otherwise changed before we have been able to complete our part of the transaction, it is your task to inform us about these mistakes or changes.

In addition to these rights, you also have the right to object to our direct marketing, and this can be done as explained in section 2.3.

If you wish to move your data to another company, we will provide you with your data in a machine-readable format.

If you are unsure of the lawfulness of our data processing or you suspect that there is an error in your data, you have the right to restrict the processing of your personal data.

If you wish to exercise any of these rights, or would like to know more about them, please contact us at [support@loupedeck.com](mailto:support@loupedeck.com)

### 5. Shopify

## 5.1 General

Our web store is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

## 5.2 Payment

For more payment related information, please refer to our Shopify privacy policy, which can be accessed when you visit our web store.

For more insight, you may also want to read Shopify's Privacy Statement:  
<https://www.shopify.com/legal/privacy>

## 6. Zendesk

We use Zendesk for customer support. The questions sent through the customer support system is sent to our Zendesk platform that allows us to organise our support better.

Zendesk implements security best practices to meet not just industry-based compliance, but the most stringent requirements and all communications are encrypted.

For more insight, you may also want to read Zendesk's privacy policy:  
<https://www.zendesk.com/company/customers-partners/privacy-policy/>

## 7. MailChimp

We use MailChimp to collect your e-mail for e-mail marketing purposes. Your email is stored in a secure MailChimp server.

For more information, please visit MailChimp's privacy policy:  
<https://mailchimp.com/legal/privacy/>

## 8. How long will we store your data?

8.1 Product purchase: the information is stored as long as required by national law for tax purposes and for the prevention of fraud.

8.2 Customer support: 24 months after the ticket has been solved.

8.3 E-mail marketing: until we no longer have your consent.

## 9. Security

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

Please note: no method of transmission over the Internet or electronic storage is 100% secure.

#### **10. Age of consent**

By using our web shop or by contacting our support, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority and you have given us your consent to allow any of your minor dependents to use this site.

#### **11. Changes to this privacy policy**

We reserve the right to modify this privacy policy at any time. Changes and clarifications will take effect immediately upon their posting on the website.

#### **12. Questions and contact information**

If you would like to: exercise your privacy rights, register a complaint, or simply want more information, contact us at [support@loupedeck.com](mailto:support@loupedeck.com)