

Privacy Policy

Effective Date: January 1, 2025

This Privacy Policy describes how MC Capes ("we," "us," or "our") collects, uses, and discloses personal information when you access or use our website (<https://mccapes.net>, "the Website"), purchase Products, or otherwise interact with us. By accessing or using the Website, you acknowledge that you have read, understood, and agree to the terms of this Privacy Policy in conjunction with our Terms and Conditions. If you do not agree with this Privacy Policy, please do not use the Website.

1. Information We Collect

1.1. Information You Provide Directly

- **Account & Profile Information:** When you register for an account or place an order, we collect your name, email address, billing/shipping address, and any other information you choose to provide (e.g., username, phone number).
- **Payment Information:** To process your purchase of Minecraft cape codes, we collect payment details (such as credit/debit card number, expiration date, and billing address) through secure, third-party payment processors. We do not store full payment card details on our servers.
- **Order & Redemption Data:** When you purchase a redeemable cape code, we record the order details (products purchased, timestamp, delivery email) and track whether the code has been marked as "Redeemed."
- **Customer Support & Communications:** If you contact us via email (e.g., mccapesbusiness@gmail.com) or our support form, we collect the content of your messages, attachments, and any information you choose to share.

1.2. Information Collected Automatically

- **Device & Usage Data:** We automatically collect information about how you access and use the Website. This includes your IP address, browser type and version, operating system, pages viewed, time spent on pages, referral source, and other diagnostic data.

- **Cookies & Tracking Technologies:** We use cookies, web beacons, and similar tracking technologies to personalize your experience, remember preferences, analyze trends, and administer the site. Cookies may track session identifiers, authentication tokens, analytics data, and user preferences. You can disable cookies through your browser settings, but doing so may limit certain features of the Website.
- **Third-Party Analytics & Advertising:** We may integrate third-party analytics services (e.g., Google Analytics) to understand user behavior and improve our services. Those providers have their own privacy policies governing how they process data.

1.3. Information from Third Parties

- **Payment Processors:** We receive confirmation of successful or failed transactions from our payment gateway. We do not receive or store your full credit/debit card details—only transactional metadata (e.g., last four digits, payment status).
 - **Marketing & Advertising Partners:** If you interact with third-party ads or marketing affiliates, they may share analytics or conversion data with us (e.g., click-throughs, referral IDs).
 - **User-Generated Content:** If you post a review, testimonial, or other content publicly on social media mentioning MC Capes, we may collect that data when it is publicly available.
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2. How We Use Your Information

2.1. To Provide & Improve Our Services

- **Order Fulfillment:** We use your personal and payment information to process and deliver cape codes, send order confirmations, and provide customer support related to your purchase.
- **Account Management:** To create, maintain, and secure your user account, authenticate your identity, and allow you to recover/reset your password.
- **Website Functionality:** To remember your preferences (e.g., language, display settings), provide personalized content, and optimize navigation.

2.2. Communication & Marketing

- **Transactional Communications:** We send emails regarding order confirmations, delivery of redeemable codes, updates to Terms and Conditions, changes in this Privacy Policy, or important notices about your account (e.g., password reset, purchase receipts).
- **Promotional Messages:** With your consent (where required by law), we may send newsletters, special offers, or marketing emails about new Products, discounts, or events. You may opt out of marketing communications at any time by clicking “unsubscribe” in our emails or contacting us directly.

2.3. Analytics & Security

- **Site Analytics:** We analyze usage patterns to improve our Website's design, content, and user experience. Aggregated and de-identified data may be used to identify trends or measure promotional effectiveness.
 - **Fraud Prevention & Security:** We use your data to detect suspicious activity, prevent fraud, and enforce our Terms and Conditions. This includes verifying billing addresses, monitoring repeated invalid login attempts, and flagging potentially abusive behavior.
 - **Legal Compliance:** To comply with applicable laws, regulations, legal processes (e.g., subpoenas, court orders), and to protect our rights, privacy, safety, or property as well as that of our users or the public.
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3. Information Sharing & Disclosure

3.1. Service Providers

We may share your personal data with trusted third-party service providers who help us operate the Website and deliver Products, subject to confidentiality agreements. These include:

- **Payment Processors:** To process credit/debit card payments securely (e.g., Stripe, PayPal).
- **Email & Hosting Providers:** To send order confirmations, marketing messages, and host the Website.
- **Analytics Providers:** To gather and analyze usage data and performance metrics.

- **Customer Support Platforms:** To manage support tickets, live chat, and other user inquiries.

3.2. Business Transactions

If MC Capes undergoes a business transition (e.g., merger, acquisition, liquidation), user information may be transferred as part of that transaction. We will notify you via email or a prominent notice on our Website before your personal data becomes subject to a different Privacy Policy.

3.3. Legal & Safety Requirements

We may disclose your personal information if we believe, in good faith, that such action is necessary to:

- Comply with applicable laws, regulations, legal processes, or enforceable governmental requests.
- Enforce our Terms and Conditions or other agreements.
- Protect and defend our rights, privacy, safety, or property, and that of our users or the public.
- Respond to claims that any content violates the rights of third parties.

3.4. Aggregate & De-identified Data

We may share aggregated or anonymized information (that does not identify you personally) with partners, advertisers, or researchers for industry analysis, demographic profiling, and other lawful purposes.

4. Cookies & Tracking Technologies

4.1. Types of Cookies We Use

- **Essential Cookies:** Required for secure login, shopping cart functionality, and order processing. Without these, the site may not function properly.
- **Performance & Analytics Cookies:** Collect data on page visits, clicks, and user behavior to help us improve site performance and measure marketing campaign

effectiveness.

- **Functional Cookies:** Remember your preferences (e.g., language, display settings) so the site can provide enhanced, more personalized features.
- **Advertising/Targeting Cookies:** Serve relevant promotional content or ads based on your browsing activity. These are set by us or third-party partners and can be disabled if you choose.

4.2. Managing Cookies

Most browsers allow you to control or delete cookies through their settings. Please note that disabling cookies may hinder the full functionality of our Website (for example, you may not be able to remain logged in or purchase items).

5. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Specifically:

- **Order & Transaction Data:** Retained for as long as needed to provide Products, process refunds or exchanges (if applicable), and comply with financial recordkeeping obligations (typically 5–7 years).
- **Account Information:** Retained as long as your account remains active or as necessary to provide you services.
- **Support & Communications:** Retained to resolve disputes, troubleshoot problems, and maintain accurate records of correspondence.
- **Cookies & Analytics Data:** Retention periods vary, but most analytics cookies expire within 12 months. We may keep aggregated logs indefinitely in de-identified form.

After the retention period expires, we securely delete or anonymize your information so it is no longer personally identifiable.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal data from unauthorized access, disclosure, alteration, or destruction. These measures include, but are not limited to:

- **Secure Sockets Layer (SSL)/Transport Layer Security (TLS)** encryption for all data transmitted to and from our Website.
- **Access Controls:** Restricting access to personal data to authorized employees and service providers who need it to perform their job functions.
- **Encryption:** Storing sensitive data (e.g., password hashes) in encrypted form.
- **Regular Audits & Monitoring:** Continuously monitoring our systems for vulnerabilities and potential threats.

While we strive to protect your personal data, no method of transmission or storage is 100% secure. We cannot guarantee absolute security. If you suspect any unauthorized use of your account, please contact us immediately at mccapesbusiness@gmail.com.

7. Third-Party Links & Services

- **External Links:** Our Website may contain links to third-party websites (e.g., Minecraft's official redemption page, social media platforms). These external sites are not governed by this Privacy Policy. We encourage you to review the privacy practices of any third party you visit.
 - **Embedded Content:** We may embed videos, social feeds, or other content hosted by third parties. Interaction with embedded content may result in the collection of information by those third parties (e.g., IP address, browser type).
 - **Third-Party Payment Gateways:** All payment transactions occur through secure, PCI-compliant providers. We do not store your full payment card information on our servers.
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8. Children's Privacy

Our Website and Products are not intended for children under 13 years of age. We do not knowingly collect personal information from anyone under 13. If you become aware that a child

under 13 has provided us with personal data, please contact us at mccapesbusiness@gmail.com, and we will take reasonable steps to delete such information.

9. Your Rights & Choices

Depending on your jurisdiction, you may have the following rights regarding your personal data:

- **Access & Correction:** Request a copy of the personal data we hold about you, and ask us to correct any inaccuracies.
- **Deletion & Restriction:** Request that we delete or restrict processing of your personal data, subject to legal obligations or legitimate business purposes (e.g., order recordkeeping).
- **Opt-Out of Marketing:** You may opt out of receiving promotional communications at any time by clicking “unsubscribe” in our emails or contacting us directly.
- **Cookies & Tracking:** Adjust your browser or device settings to refuse or delete cookies. You may also opt out of certain third-party analytics or advertising cookies via your browser (e.g., Do Not Track preferences) or network-level tools.

To exercise any of these rights, please email us at mccapesbusiness@gmail.com. We will respond to your request within a reasonable timeframe, in accordance with applicable law.

10. International Data Transfers

MC Capes is based in the United States. If you are located outside the U.S., please be aware that any information we collect will be transferred to—and stored and processed in—the United States. By using the Website and providing your information, you consent to this transfer. We take steps to ensure that your personal data is treated securely and in accordance with this Privacy Policy.

11. Updates to This Privacy Policy

We may update this Privacy Policy periodically (for example, to reflect changes in our practices, legal requirements, or new services). When we make material changes, we will post the

updated policy on this page with a new “Effective Date” at the top. We encourage you to review this Privacy Policy frequently to stay informed about how we collect and use your information. Your continued use of the Website after the posting of changes constitutes your acceptance of those changes.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

- **Email:** mccapesbusiness@gmail.com
- **Website:** <https://mccapes.net>

Thank you for trusting MC Capes with your personal information. We are committed to respecting your privacy and protecting your data.