

Privacy Policy

MyLittlePrice LLP

Effective Date: 07.11.2025

1) Introduction

MyLittlePrice LLP (“**MyLittlePrice**”, “**we**”, “**us**”, “**our**”) respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect personal data when you use our websites, apps, and related tools and services (the “**Services**”). Our Services enable AI-powered product search and recommendations, connect users to third-party sellers, and display ads and sponsored listings.

By using the Services, you acknowledge this Privacy Policy. For cookies and similar tech, see our **Cookie Policy**.

2) Who we are (Controller information)

- **Legal entity / Controller:** MyLittlePrice LLP
- **Company number:** OC458629
- **Registered office:** 128 City Road, London, United Kingdom, EC1V 2NX
- **Contact (privacy):** privacy@mylittleprice.com (or support@mylittleprice.com)
- **Supervisory authority (UK):** Information Commissioner’s Office (ICO) – you may lodge a complaint at ico.org.uk if unsatisfied with our response.

If you reside in the EEA/CH, we apply GDPR-equivalent protections. If we appoint an EU/EEA representative, we will list it here.

3) What data we collect

3.1 Users (free & PRO)

- **Account data (optional):** name, email, username; sign-in provider ID if using social login; region/language; subscription status (PRO).
- **Usage & search data:** queries, categories, saved searches, watchlists, price alerts.
- **Technical data:** IP address, device/browser type and version, OS, referral URLs, approximate location (city/country), diagnostic logs.
- **Cookie/ID data:** consent status; first-party IDs; analytics and advertising identifiers (per your choices).
- **Ads interaction data:** impressions, clicks, viewability, frequency, campaign attribution (per your consent and region).
- **Support & comms:** messages you send us; preferences for emails or in-product notifications.

3.2 Sellers & advertisers

- **Business identity:** legal name, registration number (e.g., Company Number, VAT ID), billing address, contact details.
- **Campaign & feed data:** product titles, images, prices, availability, GTIN/MPN, landing URLs; creative files and specs; campaign settings and metrics.
- **Payment & billing:** payer name, tax IDs, invoices/receipts; payment method references (processed securely by third-party processors—see §8).
- **Compliance signals:** policy checks, fraud/risk flags, takedown history.

3.3 Sources of data

- Directly from you; automatically via your device; from partners you authorise (e.g., sign-in provider); from publicly available or licensed sources (e.g., merchant feeds, trusted price/retail data providers).

We do **not** intentionally collect special-category data (e.g., health, religion) or data about children (see §12).

4) How we use data (purposes)

We process personal data to:

- **Operate & deliver the Services:** run search/comparison, show results and links to sellers; maintain sessions; provide PRO features (alerts, watchlists, cross-region comparisons).
- **Personalise (optional):** remember preferences (language, currency); tailor content; provide personalised ads **only with consent** in UK/EEA/CH.
- **Measure & improve:** analytics, diagnostics, A/B testing, feature development, service quality, fraud/invalid-traffic detection.
- **Advertising & sponsored listings:** serve and measure contextual ads by default; personalised ads only with consent; clearly label “Sponsored”.
- **Seller/advertiser operations:** ingest product feeds, review creatives, deliver campaigns, reporting, and billing.
- **Payments & billing:** process subscription fees (PRO) and advertiser payments; issue invoices and receipts.
- **Security & abuse prevention:** detect fraud, enforce policies, protect accounts and our platform.
- **Legal & compliance:** maintain financial records, respond to lawful requests, enforce Terms.

We may aggregate or de-identify data so it can no longer identify you; such data is not personal data.

5) Legal bases (UK GDPR / EU GDPR)

Depending on the context, we rely on:

- **Contract** – to provide the Services you request, including PRO subscriptions and advertiser services.

- **Legitimate interests** – site security, fraud prevention, service improvement, non-personalised/contextual ads, basic analytics (where allowed), and business operations (balanced against your interests—contact us for our LIA summary).
- **Consent** – cookies/SDKs for analytics and advertising; personalised ads; non-essential preferences; certain marketing communications. You can withdraw consent at any time via **Manage Cookies** or email preferences.
- **Legal obligation** – tax, accounting, and regulatory compliance; responding to lawful requests.

6) Marketing & communications

- **Service emails** (account, billing, policy updates) are necessary for the service.
- **Marketing emails** (product tips, offers) are sent with consent where required; you can unsubscribe at any time via the link in the email or in settings.

7) Profiling & automated decisions

We use analytics and ad tech to create **non-sensitive** audience segments (e.g., “tech shoppers”) and to set **frequency caps** or recommend content. We do **not** make decisions that produce legal or similarly significant effects solely by automated means. Personalised ads/profiling are used **only with consent** in UK/EEA/CH.

8) Sharing & disclosures

We share personal data with:

- **Service providers / processors:** cloud hosting, analytics, anti-fraud, content delivery, CRM/support, email delivery, payment processing (PCI-compliant), and consent management.
- **Advertising & measurement partners:** e.g., Google Ads/AdSense/Ad Manager and analytics providers (activated per your consent choices).
- **Payment processors:** to process PRO and advertiser payments; we do not store full card details.
- **Authorities & legal:** where required by law or to protect rights, security, or enforce Terms.
- **Business transfers:** in connection with merger, acquisition, or restructuring (we will notify you where required).

Except as described, we do **not** sell personal data. In certain US jurisdictions, “share” for cross-context behavioural advertising may apply; see **Regional Notices** (§16).

9) International transfers

Your data may be processed outside the UK/EEA/CH. Where this occurs, we use **appropriate safeguards** (e.g., EU Standard Contractual Clauses with UK Addendum, partner certifications, and technical/organisational measures). Details are available upon request.

10) Cookies & similar technologies

We use cookies, local storage, pixels, and SDKs for essential functionality, preferences, analytics, and ads. **Non-essential** cookies are used **with your consent** in UK/EEA/CH. See our **Cookie Policy** for categories, partners, and how to control your choices (including Global Privacy Control support).

11) Retention

We retain personal data only as long as necessary for the purposes in this Policy, including to meet legal, accounting, or reporting requirements.

Illustrative retention schedule:

Data category	Typical retention
User account (free/PRO)	Until deletion of account or 24 months of inactivity (we'll notify before deletion)
Searches, watchlists, alerts	While account active or until you delete; anonymised/aggregated thereafter
Ads/campaign logs & metrics	24 months (aggregated stats retained longer)
Server/security logs	6–24 months (shorter where feasible)
Billing & invoices (users/advertisers)	≥ 6 years (UK statutory)
Cookie/consent records	Duration of consent + 24 months

12) Children

The Services are **not directed to children under 13**. We do not knowingly collect personal data from children. If you believe a child has provided data, contact us and we will delete it.

13) Security

We employ industry-standard measures: encryption in transit, hardened hosting, access controls, monitoring, backups, and vendor reviews. Payment data is handled by **PCI-DSS compliant** processors. No system is 100% secure; please keep your credentials safe and notify us of suspected misuse.

14) Your rights (UK/EEA/CH)

You have the right to **access, rectify, erase, restrict, object** (including to profiling/marketing), and **portability**, and to **withdraw consent** at any time. We respond within **one month** (extendable by two months for complex requests). We may need to verify your identity.

How to exercise: email privacy@mylittleprice.com or use the footer **Privacy & data requests** link.

Marketing: use the unsubscribe link in our emails or update preferences in your account.

Cookies: use **Manage Cookies** (footer) to change choices.

If you are unsatisfied, you can complain to the **ICO** (UK) or your local supervisory authority.

15) Controllers, processors, and roles

We act as **independent controller** for data we collect through the Services. Where an advertiser provides us with personal data (e.g., conversion events through a server-to-server API), the parties will typically act as **independent controllers**, unless a separate **Data Processing Agreement (DPA)** states otherwise. We can provide our standard DPA on request where we act as a processor.

16) Regional notices (summary)

- **UK/EEA/CH:** Consent required for non-essential cookies and personalised ads; we honour **GPC** where feasible.
- **United States (if traffic is served):** Some states provide rights to opt out of **sale/share** and targeted advertising; we honour valid opt-out signals and provide a **“Do Not Sell/Share”** link where required. Residents may have rights to access, delete, correct, or appeal—contact us as in §14.

17) Changes to this Policy

We may update this Privacy Policy from time to time. We will post the updated version with a new **Effective Date**. For material changes, we will provide additional notice (e.g., banner, email, or in-product notice) and, where required, seek renewed consent.

18) Contact us

Questions or data requests and general support: **support@mylittleprice.com**

Postal: **MyLittlePrice LLP, 128 City Road, London, United Kingdom, EC1V 2NX**
