

## **Privacy policy**

### **Personal information we collect**

Information shared on Comfy baby is publicly accessible on both the app & website. The submission of your personal information implies your consent over transfer & storage of these information on our servers.

When you visit Comfy baby, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

Following are the types of personal information collected & stored by Comfy baby

Email address, contact information & (depending on the service used) sometimes financial information

User sign-in data, statistics on page views, traffic to & from Comfy baby and response to advertisements

Other information, including users’ IP address & standard web log information

Additionally, when you make a purchase or attempt to make a purchase through Comfy baby, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information.”

**When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.**

Usage of personal information:

Personal information of users will be used to:

Provide you a personalized service with continuous improvements

Resolve disputes, collect fees & troubleshoot problems

Facilitate safe trading & enforce our policies

Customize users experience, measure interest in our services

Improve our services & inform users about services & updates

Communicate marketing & promotional offers according to your preferences

Screen our orders for potential risk or fraud; and When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services. We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns). In addition, we may use this device information to remarket/re-target you in our digital marketing campaigns, according to the advertising policies of Google and Facebook.

## **Disclosure**

Under any circumstances Comfy baby doesn't sell or rent users' personal information to gain commercial benefits from third parties or any other marketing related motives without receiving explicit consent from users. We may disclose certain details of user profiles to respond to legal obligations & demands, effectively enforce our policies, to resolve conflicts in the event of rights violation & to ensure safety & privacy of involved parties. Security

Comfy baby is committed to leverage on high-end safety features & utilize best-in-class security measures (encryption, passwords, physical security) to safeguard your personal information against unauthorized access & disclosure. All personal information will remain private except for those that you consent to disclose.

It's strictly prohibited to disclose others' contact details through Comfy baby service. In the event you violate national laws of your country of residence & or the terms & conditions of the use of the service, you forfeit your privacy rights over your personal information.

## **Do not track**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **Your rights**

To delete your user account and data, please send an email to our customer support at [ComfyBaby@gmail.com](mailto:ComfyBaby@gmail.com) and your request will be processed and completed within 2 to 5 business days. Any listing(s) you may have created during the active period of your account will be kept running until the listing expiration date. After the expiration date, these listings will not be made live again. Until you sign-up to comft baby once again, you will be able to use the app in a restricted capacity as an anonymous user, whose data will not be collected. In the case that you decide sign-up again after the deletion of the old account, there will not be any link or identifying features between your new account and any of the relevant listings with the old account and those listings.

## **Changes**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.