

PRIVACY POLICY

Welcome to Shopn!

Shopn is owned and operated by Shopn LTD.

Shopn values your privacy. This notice describes what information we collect, how we use it, and, if necessary, those with whom we share it.

By using the Shopn services, you are accepting the practices described in this Privacy Policy. Your use of the services is also subject to our Terms and Conditions.

This Privacy Policy may change from time to time. Your continued use of the services after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates. This Privacy Policy has been developed and is maintained in accordance with all applicable federal and international laws and regulations and specifically with the Data Protection Act 2018 (UK regulation) and the GDPR (General Data Protection Regulation - European regulation).

GENERAL INFORMATION

The personal data of the users that are collected and processed through:

- <https://shopn.uk>
- **Shopn Mobile App (Android and iOS version – Available on Google Play and App store)**

Will be under responsibility and in charge of:

SHOPN LTD (UK-registered company)
International House
Constance Street
London E16
United Kingdom.

(Hereinafter referred to as Shopn).

TYPES OF INFORMATION GATHERED

The information we learn from customers helps personalize and continually improve your experience at Shopn. Here are the types of information we gather:

Information You Give Us. You provide information when you search, read and view the content, register as a user, buying a product or service, purchase the subscriptions as a seller, use the services and/or communicate with us. As a result of those actions, you might supply us with the following information:

- First and last name
- Email address
- Phone number (includes WhatsApp number)
- Address, State, Province, City
- ZIP/Postal code
- ID of the business owner
- Address of the pharmacies
- NHS registration number (Pharmacies)
- Halal food certification (halal butchers)
- User content
- Payment information
- IP address
- Any additional information relating to you that you provide to us directly through our services.

Shopn will not collect any personally identifiable information about you, unless you provide it.

Payment information: Your credit card information or payment information, will be processed by Apple Pay, Google Pay and PayPal (payment platforms available in Shopn) which will treat and safeguard your data with total security and with the exclusive purpose of processing the purchase of the subscriptions, products and services. Shopn reserves the right to contract any payment platform available in the market, which treats your data for the exclusive purpose of processing the purchase of the subscriptions, products and services.

Please consult Apple Pay, Google Pay, PayPal privacy policy here:

<https://support.apple.com/en-us/HT203027>

<https://policies.google.com/privacy>

<https://www.paypal.com/us/webapps/mpp/ua/privacy-full>

GOOGLE Analytics. We use Google Analytics provided by Google, Inc., USA ("Google"). These tool and technologies collect and analyze certain types of information, including IP addresses, device and software identifiers, referring and exit URLs, feature use metrics and statistics, usage and purchase history, media access control address (MAC Address), mobile unique device identifiers, and other similar information via the use of cookies. The information generated by Google Analytics (including your IP address) may be transmitted to and stored by Google on servers in the United States. We use the GOOGLE Analytics collection of data to enhance the platform and improve our service.

Please consult Google's privacy policy here:

<https://policies.google.com/privacy>

Facebook Pixel: Our platform uses Facebook pixels that enable us, our advertisers and service providers:

- Collect statistics on our platforms and social networks (for example, number of users who visited a page).

- Collect information about how you interact with our platforms and social networks (e.g., whether you opened or followed links contained within).
- Personalize online services and marketing communications.
- Match ads to users and optimize advertising campaigns.

Please consult Facebook's privacy policy here:

<https://www.facebook.com/privacy/explanation>

Automatic Information. Like many platforms, we use "cookies." We obtain certain types of anonymous information which is not personally identifiable when your web browser accesses, Shopn or third-party content served by or on behalf of Shopn on other platforms. Some of the information we collect and analyze includes the Internet protocol (IP) address; computer and connection information such as browser type, version, and connection speed; purchase history; and the products you searched for, viewed, and possibly purchased.

HOW LONG WE KEEP YOUR DATA

Personal data will be kept for the time necessary for the provision of the services. The owner may be allowed to retain personal data for a longer period whenever the user has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the owner may be obliged to retain personal data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority. Once the retention period expires, personal data shall be deleted. Therefore, the right to access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

HOW WE USE YOUR INFORMATION.

In general, we use the information we collect primarily to provide, maintain, protect and improve our current platform and services. We use personal information collected through our site as described below and described elsewhere in this Policy to:

- Identify you as a user in our system.
- User registration.
- Business registration
- Perform the necessary verifications (sellers)
- Publish users' products and services.
- Facilitate communication between users.
- Process payments.
- Make the deduction of commissions from the respective sales.
- Improve our application.
- Improve our services, and how we operate our business.
- Understand and enhance your experience using our services.
- Respond to your comments or questions through our support team.

- Send you related information, including confirmations, technical notices, address, updates, security alerts and support and administrative messages.
- Communicate with you about upcoming events, offers and news about services offered by Shopn.
- Marketing purposes of Shopn.
- Protect, investigate and deter against fraudulent, unauthorized or illegal activity.

HOW DO YOU GET MY CONSENT?

By registering on the platform, purchasing subscriptions as a seller user, buy the products and services, posting content and providing us with personal information to communicate with you, you agree that we collect and use your information. You can withdraw your consent, contact us through the contact information or the contact page.

SOCIAL NETWORKS

On our platform and website, you will find links and functions linked to different social networks, in which you can share your information.

It is advisable to consult the privacy policy and data protection of each social network used on our platform.

Facebook: <https://www.facebook.com/privacy/explanation>

Instagram: <http://instagram.com/about/legal/privacy/>

Twitter: <https://twitter.com/privacy>

HOW WE SHARE INFORMATION

Information about our customers is an important part of our business, and we are not in the business of selling it to others. We share customer information only as described below.

Other users: your data may be shared with other users for the sole purpose of publishing products and services. The shared data will be used and stored with the only purpose of publishing the products and services, according to this privacy policy.

Third-Party Service Providers. We employ other companies and individuals to perform functions on our behalf. Examples include process payments (Apple Pay, Google Pay, PayPal), sending email, analyzing data, providing marketing assistance and providing search results and links. They have access to personal information needed to perform their functions, but may not use it for other purposes.

Driver: Your personal information may be shared with the designated driver by sellers and businesses for the sole purpose of providing transportation services. By using the services and

purchasing the products offered by the sellers, you agree to the collection and storage of your personal data in accordance with this privacy policy.

Business Transfers. In the event that Shopn creates, merges with, or is acquired by another entity, your information will most likely be transferred. Shopn will email you or place a prominent notice on our Platform before your information becomes subject to another privacy policy.

Protection of Shopn and others. We release personal information when we believe release is appropriate to comply with the law, enforce or apply our Terms and conditions and other agreements, or protect the rights, property, or safety of Shopn, our users or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

With Your Consent. Other than as set out above, you will receive notice when personally identifiable information about you might go to third parties, and you will have an opportunity to choose not to share the information.

Anonymous Information. Shopn uses the anonymous browsing information collected automatically by our servers primarily to help us administer and improve the services. We may also use aggregated anonymous information to provide information about the platform and services to potential business partners and other unaffiliated entities. This information is not personally identifiable.

Email Address. The email address that you supply to us for purposes of receiving our email communications will never be rented or sold to a third party.

PROTECTING YOUR INFORMATION

We restrict authorized access to your personal information to those persons who have a legitimate purpose to know that information to provide products or services to you and those persons you have authorized to have access to such information.

Shopn follows generally accepted industry standards to protect the personal information submitted to us, both during transmission and once Shopn receives it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while Shopn strives to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so.

YOUR RIGHTS

You have the following rights in relation to your personal data provided to Shopn:

- Access your personal data.

- Request the correction of inaccurate data.
- Request its deletion.
- Request limitation of the processing of your data.
- Oppose the treatment of your data.
- Request your portability.
- Not be subject to automated individual decisions.

The Users can exercise all these rights contacting us through the contact information.

EU MEMBERS' RIGHTS (GDPR COMPLIANT)

If you are habitually located in the European Union, you have the right to access, rectify, download or erase your information, as well as the right to restrict and object to certain processing of your information. While some of these rights apply generally, certain rights apply only in certain limited circumstances.

We describe these rights below:

- Access and Porting: You can access your information at any time.
- Rectify, Restrict, Limit, Delete: You can also rectify, restrict, limit or delete much of your information by contact us.
- Object: Where we process your information based on our legitimate interests explained above, or in the public interest, you can object to this processing in certain circumstances. In such cases, we will cease processing your information unless we have compelling legitimate grounds to continue processing or where it is needed for legal reasons.
- Revoke consent: Where you have previously provided your consent, such as to permit us to process data about you, you have the right to withdraw your consent to the processing of your information at any time. For example, you can withdraw your consent by updating your settings. In certain cases, we may continue to process your information after you have withdrawn consent if we have a legal basis to do so or if your withdrawal of consent was limited to certain processing activities.
- Complain: Should you wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local supervisory authority.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfil contracts we might have with you or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe.

You can see more about these rights at:

https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens_en

CHILDREN'S ONLINE PRIVACY PROTECTION

We are in compliance with the requirements of the Data Protection Act 2018 (UK regulation) and the GDPR (General Data Protection Regulation - European regulation) regarding the protection of the personal data of minors. We do not collect any information from anyone under 13 years of age. Our platform and products are all directed to people who are at least 18 years old or older. If you become aware that your child has provided us with personal information, please contact us. If we become aware that a child has provided us with personal information, we will take steps to delete that information, terminate that person's account, and restrict access to that person.

EDITING AND DELETING INFORMATION

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect. You can change, modify, rectify and delete your Information at any time, please contact us through the contact information.

To opt-out of Shopn email, follow the instructions included in the email. Your request should be processed within 48 hours.

SUPPLIERS AND OTHER THIRD PARTIES

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of information Shopn collects from you. If you disclose your information to others, whether other users or suppliers on Shopn, different rules may apply to their use or disclosure of the information you disclose to them. Shopn does not control the privacy policies of third parties, and you are subject to the privacy policies of those third parties where applicable. Shopn is not responsible for the privacy or security practices of other platforms on the Internet, even those linked to or from the Shopn site. Shopn encourages you to ask questions before you disclose your personal information to others.

CHANGES TO THIS PRIVACY POLICY

Shopn will post modifications by date to this Privacy Policy to inform you of any changes. Shopn reserves the right to modify this Privacy Policy at any time, please review it frequently.

CONTACT INFORMATION

If you have questions or concerns about these Privacy Policy and the handling and security of your data, please contact us at:

SHOPN LTD

International House

Constance Street

London E16

United Kingdom.