

# Privacy Policy

At **SneakUp**, your privacy matters. This Privacy Policy outlines how we collect, use, store, and protect your personal information when you interact with our platform. It also explains your rights under the **General Data Protection Regulation (GDPR)** and how you can exercise them.

**Effective Date:** July 13, 2025

**Last Updated:** July 13, 2025

## WHAT DATA DO WE COLLECT?

We collect various types of personal information to provide and improve our services to you. This includes your name, email address, phone number, shipping and billing addresses, and payment info (processed securely via [Stripe](#)), and browsing behavior.

## HOW DO WE COLLECT YOUR DATA?

Data is collected through account registration, order forms, newsletter subscriptions, and support contacts. We also use third-party processors and analytics tools. See [EU GDPR Article 5](#) for details.

## HOW WILL WE USE YOUR DATA?

Your data helps us process orders, improve service, handle payments, and contact you. We never sell or rent your data.

## HOW DO WE STORE YOUR DATA?

We use secure, encrypted systems and services to store and process data, including Stripe and restricted-access servers. We follow best practices to prevent unauthorized access or breaches.

## MARKETING

We only send marketing if you opt in. You can unsubscribe anytime. We do not share your contact details with external marketing companies.

## WHAT ARE YOUR DATA PROTECTION RIGHTS?

You have the right to access, correct, delete, or restrict your data, and object to how it's used. Contact [support@sneakup.example.com](mailto:support@sneakup.example.com) for assistance. More info: [EU Data Protection](#).

## WHAT ARE COOKIES?

Cookies are small text files used by websites to store user preferences and activity. Learn more at [All About Cookies](#).

## HOW DO WE USE COOKIES?

**We do not use cookies.** We do not track or store your browsing data using cookies.

## HOW TO MANAGE YOUR COOKIES

You do not need to manage cookies on our site. For general cookie preferences, visit [Chrome Help](#).

## PRIVACY POLICIES OF OTHER WEBSITES

Our site may link to other websites. We are not responsible for their privacy practices. Please review their policies before sharing data.

## CHANGES TO OUR PRIVACY POLICY

We may update this policy to reflect changes in law or our services. Check this page for the latest version.

## HOW TO CONTACT US

Email: [support@sneakup.example.com](mailto:support@sneakup.example.com)

Address: Sneakup HQ, 123 Sneaker Street, Göteborg, Sweden.

## HOW TO CONTACT THE APPROPRIATE AUTHORITIES

You can file a complaint with your local data authority:

- [European Data Protection Board](#)
- [Swedish IMY Authority](#)
- [Privacy Rights Clearinghouse](#)