

## **Privacy Policy for CumbiaLive**

CumbiaLive is a Colombian streaming shopping platform that is committed to protecting the privacy and security of our users' personal information. This privacy policy outlines our practices for collecting, using, and disclosing your personal information when you visit our website or use our services.

### **Information We Collect**

When you use our website, we may collect the following types of personal information:

- Name, email address, postal address, and phone number
- Payment information, such as credit card number and billing address
- Order history, purchase details, and customer preferences
- IP address, browser type, and operating system

We may also collect non-personal information, such as the type of web browser you use or the referring website that brought you to our site.

### **How We Use Your Information**

We use your personal information to:

- Process and fulfill your orders
- Respond to your inquiries and provide customer support
- Improve our website and services
- Communicate with you about promotions, products, and services
- Prevent and detect fraud and abuse

We may also use your information to send you promotional emails or newsletters, but you may opt out of these communications at any time.

### **Disclosure of Your Information**

We may share your personal information with:

- Service providers who help us process orders, fulfill requests, or provide customer support
- Law enforcement or other government agencies as required by law or to protect our legal rights
- Other companies in connection with a merger, acquisition, or sale of all or a portion of our assets
- Other third parties with your consent

We do not sell or rent your personal information to third parties for their marketing purposes.

### Data Security

We take reasonable measures to protect your personal information from unauthorized access, disclosure, or alteration. This includes implementing physical, technical, and administrative safeguards to secure the information we collect.

However, no method of transmission over the internet or electronic storage is completely secure, so we cannot guarantee the absolute security of your personal information.

### Children's Privacy

Our services are not intended for use by children under the age of 13, and we do not knowingly collect personal information from children under the age of 13. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us at [info@cumbialive.com](mailto:info@cumbialive.com).

### Updates to Privacy Policy

We may update this privacy policy from time to time to reflect changes in our practices or applicable laws. We will notify you of any material changes by posting a notice on our website or sending you an email. We encourage you to review this policy periodically.

### Contact Us

If you have any questions or concerns about this privacy policy, please contact us at [info@cumbialive.com](mailto:info@cumbialive.com).