

RetailCo - Privacy Policy

Effective date: 2025-01-01

1. Introduction

RetailCo ("we," "us," "our") is committed to protecting the privacy and security of personal information collected from customers. This Privacy Policy explains what information we collect, how we use it, how we protect it, and customer choices regarding their personal data.

2. Information We Collect

- Account Information: name, email address, billing/shipping addresses, phone number.
- Payment Information: payment card details are processed via third-party payment processors; RetailCo does not store raw card numbers in production systems.
- Order Data: order history, product preferences, returns/exchanges history.
- Device & Usage Data: IP address, browser type, device identifiers, cookies, and interaction data.
- Communications: customer service interactions, chat transcripts, support tickets (may be recorded for quality and training purposes).

3. How We Use Your Information

- To process and fulfill orders, provide customer support, detect fraud, and for returns/exchange processing.
- To send transactional messages (order confirmations, shipping notices) and marketing communications where consented.
- To personalize product recommendations and improve the customer experience.

4. Legal Bases & Retention

- We process personal data based on contractual necessity, consent, legitimate interests, and compliance with legal obligations.
- Data retention periods vary by data type; transactional data is retained for longer periods for accounting and compliance; marketing data is retained until consent is withdrawn.

5. Sharing & Third Parties

- We share data with service providers (payment processors, logistics partners, analytics providers) under data processing agreements.
- RetailCo will not sell personal data to third parties. We may share aggregated or anonymized data for analytical purposes.

6. International Transfers & Security

- Data may be transferred to jurisdictions outside your country; we apply appropriate safeguards (standard contractual clauses, adequacy decisions) where required.
- We implement reasonable administrative, technical, and physical safeguards to protect personal data; however, no system is completely secure.

7. User Rights

- Users can request access, correction, deletion, or portability of personal data subject to applicable laws.
- To exercise rights, contact privacy@retailco.example with verifiable identity information.

8. Cookies & Tracking

- Our site uses cookies and similar technologies for functionality, analytics, and advertising. Users can manage cookie preferences through the cookie banner and account settings.

9. Changes to this Policy

- We may update this policy; material changes will be posted with an updated effective date.