

# **BitBuggy's Privacy Policy**

Version 1.0

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This Privacy Policy explains how BitBuggy and its affiliates (collectively “BitBuggy”) collect, use, and share your personal information through the BitBuggy website, devices, products, online services, and other applications referencing this privacy policy. Before you use or submit any information through or in connection with the Services, please carefully review this document. BitBuggy acknowledges the importance of your information being used and shared, and so we appreciate your trust that we will protect it carefully and sensibly. **By using BitBuggy services, you consent to the practices described in this Privacy Policy.**

If you disagree with this privacy policy, please do not use our Services.

## **Our Principles**

BitBuggy has designed this policy to be consistent with the following principles:

- Privacy policies should be human-readable and easy to find.
- Data collection, storage, and processing should be simplified as much as possible to enhance security, ensure consistency, and make the practices easy for users to understand.
- Data practices should meet the reasonable expectations of users.

## **Information We Collect**

We collect your personal information in order to provide and continually improve our products and services.

These are the types of personal information we collect:

**Information You Provide Directly to Us:** We will collect any information you provide directly to us. We may collect this information in a variety of ways.

**You provide information to us when you:**

- Create an account;
- Search or shop for products or services on our website and mobile application;
- Add or remove an item from your cart, or place an order through BitBuggy services;

- Provide information in Your Account (you might have more than one if you have used more than one email address or mobile number when shopping with us);
- Configure your settings, provide data access permission for, or use different devices to log into your BitBuggy account;
- Communicate with us by phone or email;
- Compile wish lists or other gift registries;
- Provide and rate reviews;
- Employ Product Availability Alerts, such as available-to-order notifications. Example: “Let me know when back in stock”.

**As a result of implementing those actions, you might supply us with information such as:**

- Identifiable information such as your name, address, and phone numbers;
- Payment information;
- Your age;
- Your location information;
- Your IP address;
- Email addresses of your friends and other people;
- Content of reviews and emails to us;
- Information and documents regarding identity;
- Corporate and financial information;
- Credit history information;
- Device log files and configurations.

**Information automatically collected (Device/Usage Information):** We may automatically collect certain information about the computer or mobile device. Like many other websites, we use “Cookies” to obtain certain types of information when you access our services through your web browser or mobile device.

**Automatic Information that we collect and analyze includes:**

- The internet protocol (IP) address used to connect your computer to the internet;
- Login, email address, and password;
- The location of your device or computer;
- Device metrics such as when a device is in use, application usage, connectivity data, and any errors or event failures;
- BitBuggy Services metrics such as the occurrences of technical errors, your interactions with service features and content, your settings preferences, and backup information, the location of your device running the application, information about uploaded images and files such as the file name, dates, times and location of your images);
- Version and time zone settings;
- Purchase and content use history, which we use to create features like Top Sellers;

- The full Uniform Resource Locator (URL) clickstream to, through, and from our websites, including date and time;
- Products and content you viewed or searched for;
- Page response times, download errors, length of visits to certain pages, and page interaction information (such as scrolling, clicks, and mouse-overs);
- Phone numbers used to call our customer service number;

We may also use device identifiers, cookies, and other technologies on devices, applications, and our web pages to collect browsing, usage, or other technical information.

**Information Collected from Other Sources:** We might collect information from other sources which might help us review and correct our records as well as information from third-party sources, such as social media platforms, partners, or service providers, in accordance with their privacy policies.

**Information that we receive from other sources includes:**

- Updated delivery and address information;
- Information about your interactions with products and services offered by our subsidiaries;
- Search results and links;
- Credit history information from credit bureaus is used to detect fraud.

## **How is Your Information being Used**

We may use the information we collect for various purposes, including:

- **Providing and maintaining the site, products, and services:** We use your personal information to ensure the proper functioning, performance, usability, and effectiveness of the site. As well as implementing user interface improvements.
- **Personalizing your experience on the Site:** We use your personal information to personalize content and features based on your preferences and behaviors. This could involve displaying relevant recommendations and tailored advertisements.
- **Communicating with you:** We use your personal information to communicate with you in relation to BitBuggy Services via email, phone, and/or chat.
- **Processing transactions:** We use your personal information to take and handle orders, process payments, and communicate with you about your orders.
- **Protecting against fraud and unauthorized access:** We use personal information to prevent and detect fraud and abuse in order to protect the security of our customers, BitBuggy, and others. We may also use scoring methods to assess and manage credit risks.

- **Complying with legal obligations:** We collect and retain certain information as required by applicable laws and regulations. This includes maintaining records for accounting purposes, complying with data retention obligations, and responding to legal requests or court orders.

## **Do We Share Your Personal Information?**

We may share your information with third parties, including service providers, business partners, and affiliates, for purposes such as data processing, analytics, marketing, and other legitimate business purposes. We may also disclose your information in response to legal requests, to protect our rights or property, or to prevent harm.