

# Privacy Policy for RevoDealz

*Last updated: 2025-09-21*

## 1. Introduction

This **Privacy Policy** explains how **RevoDealz** ("we," "us," or "our") collects, uses, stores and discloses your personal information when you use our website, mobile applications or services (collectively the "Service"). We are committed to protecting your privacy and complying with applicable data protection laws such as the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act/California Privacy Rights Act (CCPA/CPRA)**. The Policy also outlines your rights over your personal data and how you can exercise those rights.

By using the Service, you consent to the collection and use of your information in accordance with this Policy. If you do not agree with our practices, please do not use the Service.

## 2. Definitions

- **“Personal Data.”** Any information that relates to an identified or identifiable individual, such as name, email address or payment details.
- **“Usage Data.”** Data automatically collected when you use the Service, such as IP address, browser type, device identifiers and interaction logs.
- **“Controller.”** An entity that determines the purposes and means of processing personal data.
- **“Processor.”** An entity that processes personal data on behalf of a Controller.
- **“Service Provider.”** Any third-party company or individual engaged to assist us in providing the Service.

## 3. Information We Collect

### 3.1 Information You Provide

We collect the information that you voluntarily provide when you:

- Create or update an account (e.g., name, email address, password, shipping address);
- Communicate with us via email, chat or other channels (e.g., inquiries, feedback);
- Fill out forms or surveys;
- Participate in promotions or marketing campaigns.

### 3.2 Information Collected Automatically

When you access the Service, we automatically collect certain Usage Data, including:

- Device information (IP address, browser type, operating system, device identifiers);
- Usage information (pages visited, search queries, clicks, time spent on pages);
- Log data and diagnostic information for troubleshooting.

### 3.3 Information from Third-Party Sources

We may receive information about you from third-party providers such as payment processors, analytics services or merchants if you authorize such sharing. We use this information only for the purposes described in this Policy.

We do not intentionally collect sensitive personal information (e.g., health data, biometric data) or information about children under 13. If you believe we have collected such information inadvertently, please contact us to request its deletion.

## 4. How We Use Your Information

We use your personal data for various purposes, including:

1. **Providing and maintaining the Service.** We use your information to operate and maintain our AI-powered shopping assistant and any related features. Data collection should be limited to what is necessary for the Service to function.
2. **Personalization and recommendations.** We use data to personalize your experience, suggest products and services and provide content tailored to your preferences.
3. **Account management.** We use your information to create, manage and secure your account and to communicate with you about account activities.
4. **Communications.** We may send you information about updates, promotions or transactional messages. You can opt out of non-essential communications at any time.
5. **Analytics and improvements.** We analyze usage data to understand how our Service is used and to improve performance and user experience.
6. **Legal compliance.** We process your data to comply with legal obligations, resolve disputes and enforce our agreements.

We do not sell personal information and do not use your data to make decisions that have legal or similarly significant effects based solely on automated processing.

## 5. Legal Bases for Processing (GDPR)

If you are located in the European Economic Area, our legal bases for processing personal data include:

- **Performance of a contract.** Processing necessary to provide the Service (e.g., creating your account, delivering recommendations).
- **Consent.** Processing based on your explicit consent, such as for marketing communications or cookies.

- **Legitimate interests.** Processing necessary for our legitimate interests in improving the Service, enhancing security and preventing fraud, unless those interests are overridden by your fundamental rights and freedoms.
- **Compliance with legal obligations.** Processing necessary to comply with applicable laws and regulations.

## 6. How We Share Your Information

We may share your information with the following categories of recipients:

- **Service Providers.** We use third-party companies and individuals to facilitate the Service (e.g., hosting providers, analytics companies, payment processors). They may have access to personal data only to perform tasks on our behalf and are obligated not to disclose or use it for other purposes.
- **Business partners.** We may share aggregated or anonymized information with business partners for analytics or marketing purposes. Aggregated data does not identify you personally.
- **Third-party merchants.** When you choose to purchase a product or service recommended by RevoDealz, your personal data may be transferred to the relevant merchant or third-party provider. We do not control these third parties' use of your data; please review their privacy policies before making a purchase.
- **Affiliates and corporate transactions.** We may share information with our affiliates or in connection with a merger, sale or other corporate event, subject to confidentiality obligations.
- **Law enforcement or regulatory authorities.** We may disclose information if required by law, court order or governmental request.

## 7. Cookies and Similar Technologies

We use cookies and similar tracking technologies to operate and improve our Service. Cookies are small text files placed on your device that allow our website to remember your preferences and record information about your visit. Cookies help us provide a smooth and personalized experience, for example by remembering login details or tracking usage patterns.

For more information about how we use cookies, the types of cookies we use, and how you can manage or withdraw consent, please see our **Cookie Policy**.

## 8. Data Retention

We retain personal data only as long as necessary to fulfill the purposes described in this Policy, unless a longer retention period is required by law. Criteria we use to determine retention periods include the nature of the data, the purpose for which it was collected, legal obligations and your account status.

## 9. Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, disclosure, alteration or destruction. These measures include data encryption, secure servers, access controls and regular security reviews. However, no method of transmission or storage is completely secure; we cannot guarantee absolute security.

## 10. International Data Transfers

We may transfer your personal data to countries outside your jurisdiction (including the United States) that may have data protection laws different from those in your country. When we transfer personal data internationally, we ensure that appropriate safeguards are in place, such as standard contractual clauses or adequacy decisions.

## 11. Your Rights Under the GDPR

If you are located in the EU/EEA, you have the following rights:

1. **Right to be informed.** You have the right to know who we are, why we process your data, what types of data we process, our legal basis for processing, how long we store it, who we share it with and what rights you have.
2. **Right of access.** You have the right to request confirmation of whether we process your data and to request a copy of that data.
3. **Right to rectification.** You can request correction of inaccurate or incomplete personal data.
4. **Right to erasure.** You can request deletion of your personal data in certain circumstances, such as when it is no longer necessary for the purposes for which it was collected or you withdraw consent.
5. **Right to restrict processing.** You may request that we limit processing of your data when accuracy is contested or processing is unlawful.
6. **Right to data portability.** You may request a copy of your data in a structured, commonly used, machine-readable format and request that we transmit it to another controller where technically feasible.
7. **Right to object.** You may object to the processing of your personal data for direct marketing or in situations where our legitimate interests override your interests.
8. **Rights related to automated decision-making and profiling.** If we engage in solely automated decision-making that produces legal or similarly significant effects, you have the right to request human intervention and to contest the decision.

We will respond to requests to exercise these rights without undue delay and within one month as required. Requests may be extended for complex cases; we will inform you if additional time is needed.

## 12. Your Rights Under CCPA/CPRA (California Residents)

If you are a resident of California, you have additional rights regarding your personal information:

1. **Right to know.** You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the business or commercial purposes, and the categories of third parties with whom we share or disclose it.
2. **Right to delete.** You may request deletion of personal information collected from you, subject to certain exceptions (e.g., to complete transactions or comply with legal obligations).
3. **Right to correct.** You may request correction of inaccurate personal information we maintain about you.
4. **Right to opt-out of sale or sharing.** Although we do not sell personal information, you have the right to direct us not to sell or share your personal information with third parties.
5. **Right to limit use of sensitive personal information.** If we collect sensitive personal information, you may request that we limit its use and disclosure to that which is necessary to provide services.
6. **Right to non-discrimination.** We will not discriminate against you for exercising any of your privacy rights.

### Exercising Your Rights

To exercise your GDPR or CCPA rights, please submit a request by contacting us via the channels listed in Section 14. We will verify your identity before responding. You may designate an authorized agent to make a request on your behalf; we may require proof of authorization.

## 13. Third-Party Services and Links

Our Service may include links to third-party websites and services that are not operated by us. We have no control over and assume no responsibility for the content or privacy policies of third parties. When you access a third-party service, your information may be collected by that third party and governed by its privacy policy. We encourage you to review third-party policies before providing any personal data.

## 14. Children's Privacy

Our Service is not intended for children under 13. We do not knowingly collect personal data from children. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us so that we can delete the information.

## **15. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of changes by posting the new Policy on this page and updating the "Last updated" date at the top. We will also notify users via email or through the Service when material changes are made. Changes are effective when posted; continued use of the Service constitutes acceptance of the revised Policy.

## **16. Contact Us**

If you have any questions, concerns or requests regarding this Privacy Policy or your personal data, please contact us:

- **Email:** [legal@revodealz.com](mailto:legal@revodealz.com)