

PRIVACY POLICY

1. Introduction and Scope

(a) CR-AI Labs, LLC (d/b/a “Cartsy,” “Company,” “we,” “our,” or “us”) is committed to protecting your privacy and the security of your personal information. The objective of this Privacy Policy (“Policy”) is to explain how we collect, use, store, disclose, and safeguard your personal information when you access or use our website at <https://cartsy.com>, mobile applications, APIs, and any other online products or services we own or operate (collectively, the “Service”).

(b) By using the Service, you acknowledge that you have read and understood this Policy and agree to the collection and use of information as described herein.

(c) We may update this Policy from time to time. We will post any changes on this page and update the “Effective Date.” Your continued use of the Service after any changes constitutes acceptance of the revised Policy.

(d) Capitalised terms not defined in this Policy have the meanings given in our Terms of Service.

2. Key Definitions

“Creator” – A Cartsy user who uploads or links content (including, but not limited to, videos, images, text, or audio) that can be monetised through affiliate or retail links.

“Retailer” – Any third-party retailer, brand, merchant, marketplace, or affiliate network that pays a commission for qualifying transactions and integrates with the Service.

“User” – Any individual or entity who accesses, browses, or otherwise interacts with the Service, including Creators and end-consumers.

“Visitor” – Any person who views public areas of the Service without creating an Account.

“Personal Data” – Any information relating to an identified or identifiable natural person, as defined by applicable privacy laws.

3. What Personal Information Do We Collect?

(a) Personal Data Provided by You

- Account Data: Name, email address, username, hashed password, profile photo, connected social-media handles, and other information you provide during registration.
- Payment Data: Bank account or payment-processor details (e.g., Stripe, PayPal) for commission payouts. We do not store full credit-card numbers on our servers.
- Preference Data: Language, communication preferences, notification settings, and other profile choices.

(b) Data Collected Automatically

- Usage Data: Log files, pages visited, clicks, referring/exit pages, time-zone settings, device type, operating system, browser type, and diagnostic information.
- Location Data: Approximate location (country, region, city, or postal code) inferred from your IP address to customise content and offers.
- Cookies and Tracking: We use cookies, pixels, and similar technologies to recognise your browser or device, remember preferences, analyse trends, and measure the effectiveness of campaigns. See Section 8 for details.

(c) Data from Third Parties

- Retailers & Affiliate Networks: We receive transaction IDs, product SKUs, and commission metrics to attribute sales and calculate payouts.
- Social-Media Platforms: If you link a social account (e.g., Instagram, TikTok, YouTube), we may receive profile information and public metrics per each platform's permissions.
- Service Providers: Analytics, cloud hosting, payment processors, and marketing partners may provide aggregated or pseudonymised data about your interactions with our Service.

(d) Sensitive Data

We do not intentionally collect sensitive personal data (e.g., race, religious beliefs, health information). If you choose to share such data in content you post, you acknowledge it may be processed as part of the Service.

(e) Children's Data

Our Service is not intended for children under 13. If we learn that we have collected personal data from a child under 13, we will delete it. Users between 13 and 18 must have parental consent to use the Service.

4. Why Do We Collect Your Personal Information?

We process personal information to:

1. Operate, maintain, and improve the Service and its AI-powered features.
2. Create and manage your Account, including verification and authentication.
3. Facilitate affiliate tracking, commission calculations, and payments to Creators.
4. Provide customer support and respond to inquiries or complaints.
5. Send transactional or administrative messages (e.g., payout notices, policy updates).
6. Conduct research, analytics, and business reporting.
7. Detect, prevent, and address fraud, security incidents, and abuse.
8. Comply with legal obligations and respond to lawful requests.

9. Deliver marketing communications (with your consent where required) and tailor content to your interests.
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5. Legal Bases for Processing

We rely on the following legal bases, where applicable, to process personal data:

Contractual Necessity – Processing needed to provide the Service and fulfil our Terms of Service.

Legitimate Interests – For security, fraud-prevention, analytics, and marketing (balanced against your rights).

Consent – For optional features (e.g., newsletter subscriptions, connecting social accounts).

Legal Obligation – Compliance with tax, accounting, and regulatory requirements.

6. How Do We Share Your Information?

1. We share personal data only as described below:
2. Retailers & Affiliate Networks: To track transactions and attribute commissions.
3. Payment Processors: Stripe, PayPal, and similar providers receive limited data to process payouts; they are PCI-DSS compliant and act as independent controllers for payment data.
4. Service Providers: Cloud hosting, analytics, email delivery, and customer-support vendors access data strictly to perform services on our behalf under confidentiality obligations.
5. Corporate Transactions: In the event of a merger, acquisition, or asset sale, personal data may be transferred subject to this Policy.
6. Legal & Compliance: We may disclose information if required by law or to protect the rights, property, or safety of Company, Users, or the public.

We do not sell your personal data.

7. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined in this Policy, comply with legal obligations, resolve disputes, and enforce agreements. Retention periods vary by data category and business need.

8. Cookies and Similar Technologies

We use four main categories of cookies:

- Necessary Cookies: Enable core functionality (e.g., authentication).
- Performance Cookies: Collect usage metrics to improve the Service.
- Functional Cookies: Remember preferences (e.g., language, theme).
- Marketing Cookies: Deliver personalised ads and measure campaign performance (subject to opt-in where required).

You can control cookies via browser settings. Disabling cookies may impact certain features.

9. Security Measures

We implement administrative, technical, and physical safeguards, including encryption in transit, access controls, and periodic security reviews. However, no system is 100% secure; we cannot guarantee absolute security.

10. International Transfers

We may transfer personal data to servers in the United States and other jurisdictions that may not have equivalent data-protection laws. Where required, we use Standard Contractual Clauses or other lawful transfer mechanisms.

11. Your Privacy Rights

Depending on your jurisdiction, you may have rights to:

- Access, correct, or delete personal data.
- Object to or restrict processing.
- Port data in a structured, machine-readable format.
- Withdraw consent at any time.

To exercise rights, contact us at privacy@cartsy.com. We may verify your identity prior to fulfilling requests.

12. Do Not Track

Our Service currently does not respond to browser “Do Not Track” signals.

13. Complaints

If you have concerns about our privacy practices, please contact us first. You also have the right to lodge a complaint with your local data-protection authority.

14. Third-Party Social Connections (Optional)

When you connect a third-party social-media account (e.g., YouTube, TikTok, Instagram, Pinterest, Facebook), we only access the information you authorize via that platform's OAuth or API permissions, and any information public available. Your connection and any data sharing are governed by the respective platform's Terms of Service and Privacy Policy. You may revoke Cartsy's access at any time through the privacy or security settings of that platform, or by disconnecting within your Cartsy account settings.

15. Changes to This Policy

We may update this Policy periodically. Material changes will be notified via email or prominent notice. The updated Policy is effective upon posting unless stated otherwise.

16. Contact Us

CR-AI Labs, LLC
Email: privacy@cartsy.com
Website: <https://cartsy.com>

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