

Privacy and Confidentiality

Welcome to the SHOPEEDO website (the "Site") operated by SHOPEEDO Pvt. Ltd., We respect your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and disclose your personal information. Additionally, it explains the steps we have taken to ensure the security of your personal information and your options regarding its collection, use, and disclosure. By visiting the Site directly or through another site, you accept the practices described in this Policy.

Data Protection Principles

We prioritize data protection and your privacy is important to us. Therefore, we will only use your name and other information related to you as described in this Privacy Policy. We will only collect information when it is necessary for us to do so, and we will only collect information if it is relevant to our interactions with you. We will retain your information only as long as required by law or as necessary for the purposes for which it was collected.

Information Collection and Use

Data Collection

When you place an order for a product on the Site, we may collect various pieces of information. We collect, store, and process your data for processing your purchase on the Site and any possible later claims, and to provide you with our services. The types of personal information we may collect include, but are not limited to:

- Identity Data: Name, gender, profile picture, date of birth.
- Contact Data: Billing address, delivery address/location, email address, phone numbers.
- Biometric Data: Voice files and face recognition when using our voice search function, and facial features when using the Site.
- Billing Account Information: Bank account details, credit card account and payment information.

- **Transaction Data:** Details about orders and payments, user clicks, and other details of products and services related to you.
- **Technical Data:** Internet protocol (IP) address, login data, browser type and version, time zone setting and location, device information, operating system and platform, cookies, and other technology on devices you use to access the Site.
- **Profile Data:** Username and password, account settings, orders, interests, preferences, feedback, and survey responses.
- **Usage Data:** Information on how you use the Site, products and services, items searched for, access times and dates, websites visited before coming to the Site, and other similar statistics.
- **Location Data:** When you capture and share your location with us through photographs or videos uploaded to the Site.
- **Marketing and Communications Data:** Preferences in receiving marketing from us and our third parties, communication preferences, and chat, email, or call history on the Site or with third-party customer service providers.
- **Additional Information:** For due diligence checks or required by relevant authorities for identity verification.

Data Use

We will use the information you provide to enable us to process your orders and provide you with the services and information offered through our website in the following ways:

SHOPEEDO Buyer Policy

Introduction

Welcome to SHOPEEDO! We are committed to creating a trusted and reliable platform for all our users. This Buyer Policy outlines the standards and expectations for buyers (referred to as "Buyers") on our platform. Along with the SHOPEEDO Platform Terms of Use and other applicable SHOPEEDO terms and conditions, this policy aims to ensure a pleasant and safe shopping experience for everyone.

By using the SHOPEEDO platform, Buyers agree to comply with this policy. We believe that adherence to these guidelines will help maintain a positive and secure

environment for all our users. We appreciate your cooperation and commitment to these principles.

Policy and Enforcement

Buyer Responsibilities

Buyers must follow the rules outlined below to ensure the smooth operation of the SHOPEEDO platform:

Account Registration:

- **Single Account Usage:** Do not register multiple accounts to abuse incentives, or gain undue advantages in promotions, programs, or activities. Each user should have only one account to maintain fairness and transparency.
- **Accurate Information:** Ensure all information provided during account registration is accurate and truthful. Do not create accounts using false, forged, or compromised details, such as email addresses, contact numbers, or delivery addresses. Using details that belong to other individuals is strictly prohibited.
- **Software Integrity:** Do not tamper with device software or SHOPEEDO applications. Installing illicit software, cloning SHOPEEDO applications, or masking security features undermines platform security and trust.

Transactions:

- **Honour Agreements:** All agreements made through official SHOPEEDO communication channels and policies posted on the platform must be honoured. This ensures trust and reliability in all transactions.
- **No Fraudulent Activities:** Do not engage in any fraudulent activities. This includes misleading or defrauding SHOPEEDO or other users. For instance, creating accounts for the purpose of fake transactions is prohibited.
- **Platform Exclusivity:** Keep all transactions within the SHOPEEDO platform. This includes payments, communications, and transaction completions. Engaging in offline payments or transactions with other users outside SHOPEEDO is not allowed.

- **Safety and Compliance:** Do not lure other users into offline transactions or redirect sales to other platforms or avenues. All payments and transactions should be completed within the SHOPEEDO platform for safety and compliance.
- **Accurate Shipping Information:** Provide a complete and accurate shipping address. Do not reject delivery if the product appears defective or incorrect. Instead, accept the delivery and follow the SHOPEEDO return policy to resolve the issue.

Post-Transaction:

- **Honest Feedback:** Provide honest and constructive feedback about products and services. This helps improve the SHPEEDO community and ensures transparency.
- **Appropriate Reviews:** Do not post false or fake reviews. Avoid posting content that is inappropriate, irrelevant, discriminatory, threatening, or in violation of any law.
- **Payment Disputes:** Do not initiate a payment dispute if a refund has already been issued by the seller or your payment service provider. This helps maintain fairness and trust in the refund process.

Enforcement Actions

If a Buyer fails to comply with the rules, SHOPEEDO may take one or more of the following actions without prior notice:

- **Transaction Actions:** Suspend, cancel, terminate, block, or reverse any transaction carried out by the Buyer on the SHOPEEDO platform. This helps protect the integrity of the platform.
- **Content Modification:** Amend or remove affected messages or content that violates the policy. This ensures that the platform remains a safe and respectful environment.
- **Feature Removal:** Remove any features available to the Buyer if they are found to be in violation of the policy. This includes temporary or permanent feature restrictions.

- **Account Actions:** Restrict, suspend, or terminate the Buyer's SHOPEEDO account if necessary. This helps maintain the overall safety and reliability of the platform.

Additional Enforcement

The rules in this policy are not exhaustive. SHOPEEDO reserves the right to take further actions, including:

- **Regulatory Reports:** Filing reports with regulators or law enforcement agencies in cases of severe misconduct or illegal activities. This ensures compliance with legal standards and protects the broader community.
- **Community Safety:** Implementing additional measures to safeguard the SHOPEEDO community. This may include enhanced monitoring, additional verification steps, or other actions as deemed necessary.

We appreciate your cooperation in making SHOPEEDO a safe and enjoyable place to shop. Thank you for your commitment to maintaining the integrity and reliability of our platform. Your adherence to this policy helps us build a better, more secure online shopping experience for everyone.

SHOPEEDO Seller Policy

Introduction

Welcome to SHOPEEDO! We are dedicated to fostering a trustworthy and transparent marketplace for all our users. This Seller Policy outlines the standards and expectations for sellers (referred to as "Sellers") on our platform. Together with the SHOPEEDO Platform Terms of Use and other applicable SHOPEEDO terms and conditions, this policy aims to ensure a fair and positive selling experience for everyone.

By using the SHOPEEDO platform, Sellers agree to adhere to this policy. We believe that following these guidelines will help maintain a secure and supportive environment for all our users. We appreciate your cooperation and commitment to these principles.

Policy and Expectations

Seller Responsibilities

Sellers must adhere to the following rules to ensure the smooth operation of the SHOPEEDO platform:

Account Setup:

- **Single Account Usage:** Each Seller should maintain only one account. Creating multiple accounts to gain unfair advantages or manipulate incentives is strictly prohibited to ensure fairness across the platform.
- **Accurate Information:** All information provided during account registration must be accurate and truthful. Using false, forged, or compromised details (such as email addresses, contact numbers, or bank information) is prohibited.

Product Listings and Sales:

- **Product Accuracy:** Ensure that all product listings are accurate and reflect the actual condition, features, and availability of the item. Misleading listings or false advertising are not allowed.
- **Transaction Integrity:** Honor all agreements made through official SHOPEEDO channels and adhere to the platform's policies regarding transactions, payments, and delivery timelines.
- **Compliance with Laws:** Sellers must comply with all applicable laws and regulations concerning the sale and distribution of products. This includes product safety standards, licensing requirements, and tax obligations.

Customer Interaction:

- **Communication:** Maintain open and responsive communication with buyers. Respond promptly to inquiries, order confirmations, and shipping updates to ensure a positive customer experience.
- **Customer Service:** Provide excellent customer service, including handling returns, exchanges, and refunds promptly and in accordance with SHOPEEDO's policies.

Financial Transactions:

- **Platform Exclusivity:** Conduct all transactions exclusively through the SHOPEEDO platform. Avoid soliciting or accepting payments outside of SHOPEEDO for products listed on our platform.
- **Payment Disputes:** Resolve payment disputes in a fair and transparent manner. Refrain from disputing payments if refunds have already been processed and adhere to the refund policies outlined by SHOPEEDO.

Enforcement Actions

Failure to comply with these rules may result in enforcement actions by SHOPEEDO, including but not limited to:

- **Transaction Actions:** Suspension, cancellation, or reversal of transactions that violate platform policies.
- **Content Moderation:** Amendment or removal of listings, messages, or content that breaches the Seller Policy to maintain the integrity of the platform.
- **Feature Restrictions:** Temporary or permanent removal of selling features available to the Seller if found in violation of SHOPEEDO policies.
- **Account Measures:** Restrictions, suspensions, or terminations of the Seller's SHOPEEDO account if deemed necessary to protect the platform and its users.

Additional Measures

SHOPEEDO reserves the right to take further actions as necessary, including:

- **Regulatory Compliance:** Reporting severe violations or illegal activities to regulatory authorities or law enforcement agencies to uphold legal standards and protect the SHOPEEDO community.

- **Community Safety:** Implementing additional measures such as enhanced monitoring or verification processes to safeguard the integrity and security of the platform.

Thank you for choosing SHOPEEDO as your selling platform. Your adherence to this Seller Policy contributes to a positive and secure marketplace for all users. We appreciate your commitment to maintaining trust, fairness, and reliability within our community. Should you have any questions or concerns about this policy, please contact our support team for assistance.

Data Sharing

We may share your personal information with:

Service Providers:

Third parties that provide services such as payment processing, order fulfilment, data analysis, email delivery, hosting services, customer service, and marketing assistance.

Affiliates:

Companies related to us for the purposes described in this Privacy Policy.

Other Users:

In connection with facilitating transactions between users and sellers on the Site.

Legal Requirements:

Comply with applicable laws, respond to legal requests, and enforce our terms of service.

Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Cookies

We use cookies and similar technologies to enhance your experience on the Site. Cookies are small files that the Site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enable the Site's or service provider's systems to recognize your browser and capture and remember certain information.

Types of Cookies We Use:

Session Cookies: Temporary cookies that remain in the cookie file of your browser until you leave the Site.

Persistent Cookies:

Remain in the cookie file of your browser for a longer period, enabling the Site to recognize you when you return.

Third-Party Cookies:

Used by third-party service providers to provide ads and measure ad performance.

Managing Cookies:

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies via your browser settings. If you disable cookies, some features of the Site may be disabled.

Security

We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk, including:

Encryption: Ensuring data is encrypted both in transit and at rest.

Access Controls: Restricting access to personal data to employees, contractors, and agents who need to know that information to process it for us.

Data Minimization: Collecting and processing the minimum amount of data necessary for the intended purpose.

Your Rights

You have rights regarding your personal data, including the right to:

- Access: Request access to your personal data.
- Correction: Request correction of the personal data that we hold about you.
- Erasure: Request the erasure of your personal data.
- Object: Object to processing of your personal data.
- Restriction: Request a restriction on processing your personal data.
- Data Portability: Request the transfer of your personal data to another party.

Children's Privacy

We do not sell products to children or knowingly collect data from individuals under the age of 18. If you are under 18, you may use the Site only with the involvement of a parent or guardian.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or other factors. We will notify you of any significant changes by posting the new Privacy Policy on the Site. Your continued use of the Site after such changes are posted will signify your acceptance of these changes.

Contact Information

For any questions or concerns about this Privacy Policy, please contact us at:

Phone: + 92 329 6360 414

Email: customer.support@shopeedo.com

Address: SHOPEEDO Pvt Limited, [Ghani Plaza Main Multan Road Lahore]

Thank you for trusting SHOPEEDO with your personal information. We are committed to ensuring your privacy and confidentiality.