

LittleFish

Privacy Notice

Contents

1. [About this notice](#)
2. [The data we collect](#)
3. [How we use your personal data](#)
4. [How we share your personal data](#)
5. [International transfers](#)
6. [Data security](#)
7. [Your legal rights](#)
8. [Further details](#)

1. About this notice

This privacy notice provides information on the data LittleFish collects and processes when you visit our marketplace.

2. The Data We Collect

We collect your personal data in order to provide and continually improve our products and services. We may collect, use, store and transfer the following different kinds of personal data about you. for marketing and personal data optimization purposes.

LittleFish also uses Google Digital Marketing to propose targeted offers.

To find out more:

- Information you provide to us: We receive and store the information you provide to us including your identity data, contact data, delivery address and financial data.
- Information on your use of our website and/or mobile applications: We automatically collect and store certain types of information regarding your use of the LittleFish marketplace including information about your searches, views, downloads and purchases.
- Information from third parties and publicly available sources: We may receive information about you from third parties including our carriers; payment service providers; merchants/brands; and advertising service providers.

3. How we use your personal data

We use your personal data to operate, provide, develop and improve the products and services that we offer, including the following:

- Registering you as a new customer.

- Processing and delivering your orders.
- Managing your relationship with us.
- Enabling you to participate in promotions, competitions and surveys.
- Improving our website, applications, products and services
- Recommending/advertising products or services which may be of interest to you.
- Complying with our legal obligations, including verifying your identity where necessary.
- Detecting fraud.

4. How we share your personal data

We may need to share your personal data with third parties for the following purposes:

- Sale of products and services: In order to deliver your products and services purchased on our marketplace from third parties, we may be required to provide your personal data to such third parties.
- Working with third party service providers: We engage third parties to perform certain functions on our behalf. Examples include fulfilling orders for products or services, delivering packages, analyzing data, providing marketing assistance, processing payments, transmitting content, assessing and managing credit risk, and providing customer service.
- Business transfers: As we continue to develop our business, we might sell or buy other businesses or services. In such transactions, customer information may be transferred together with other business assets.
- Detecting fraud and abuse: We release account and other personal data to other companies and organizations for fraud protection and credit risk reduction, and to comply with the law.

When we share your personal data with third parties we:

- require them to agree to use your data in accordance with the terms of this Privacy and Cookie Notice, our Privacy Notice and in accordance with the law; and
- only permit them to process your personal data for specified purposes and in accordance with our instructions. We do not allow our third-party service providers to use your personal data for their own purposes.

5. International Data Transfer

We may transfer your personal data to locations in another country, if this is permissible pursuant to applicable laws in your location.

There are inherent risks in such transfers.

In the event of international transfers of your personal data, we shall put in place measures necessary to protect your data, and we shall continue to respect your legal rights pursuant to the terms of this Privacy and Cookie Notice and applicable laws in your location.

6. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

7. Your Legal Rights

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. Under certain circumstances, you have rights under data protection laws in relation to your personal data, including the right to access, correct or erase your personal data, object to or restrict processing of your personal data, and unsubscribe from our emails and newsletters.

8. Further Details

If you are looking for more information on this notice, please complete the contact us form available on our website.

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