

## Privacy Policy

**Last Updated: November 4, 2025**

Localito Marketplace Ltd. ("we", "us") respects your privacy. This Policy explains how we process personal data under UK GDPR and Data Protection Act 2018. We are the controller.

**1. Who We Are:** Localito Marketplace Ltd., [Address], Company No. [Insert]. DPO: [Email].

### 2. Data We Collect

- **Identity/Contact:** Name, email, phone, address (account/checkout).
- **Transaction:** Order details, payment info (via Stripe; we don't store cards).
- **Technical:** IP, device, usage (cookies, analytics).
- **Profile:** Reviews, preferences.

### 3. How We Collect It

- Directly (forms, orders).
- Automatically (cookies; see Cookie Policy [link]).
- From third parties (Retailers for pickup confirmation).

### 4. How We Use It (Legal Basis)

- **Fulfill Orders** (Contract): Process payments, arrange pickup (Art 6(1)(b)).
- **Improve Platform** (Legitimate Interests): Analytics, security (Art 6(1)(f)).
- **Marketing** (Consent): Emails (Art 6(1)(a); opt-out anytime).
- **Legal** (Obligation): Tax, disputes (Art 6(1)(c)).

### 5. Sharing Data

- Retailers (order details for pickup).
  - Processors (Stripe, Google Analytics; GDPR-compliant).
  - Authorities (if required).
- No selling data.

### 6. Cookies & Tracking

Essential cookies for function; analytics with consent. Manage via browser or [tool].

### 7. Retention

Transaction data: 6 years (tax). Marketing: Until opt-out. Delete on request (subject to legal holds).

### 8. Security

Encryption, access controls; no absolute guarantee.

**9. International Transfers To US/EU** via Standard Contractual Clauses; details on request.

### 10. Your Rights (UK GDPR)

- Access, rectification, erasure, restriction, portability, objection.
  - Withdraw consent; complain to ICO (ico.org.uk, 0303 123 1113).
- Contact [email] for requests (response within 1 month).

### 11. Children's Privacy

Not for under 18s; we don't knowingly collect their data.

### 12. Changes

We update this Policy; significant changes notified. Contact: [Email/Phone/Address].