Privacy Policy

Effective Date: January 2021

CuzUp ("the Company" or "we") attaches great importance to user privacy protection and is committed to protecting users' personal data. This Privacy Policy ("Policy") describes how we collect, use, share and protect your information. By using our services, you agree to the contents of this Policy.

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1. Information We Collect

The user information we may collect, process and store includes:

- Account Information: Basic information provided when registering an account, including but not limited to name, email, contact number, address, etc.

- Financial Information: Transaction and payment information, including bank account, payment card information and transaction records.

- Device and Log Information: When you visit our website or application, we will automatically collect information about your device (such as IP address, device model, browser type, etc.) and behavior logs (such as page visits, click records, etc.).

- Usage Information: We may collect the types of services you access and use on the platform, transaction habits, etc.

- Location Information: Depending on the user's device settings, we may collect location information in order to provide localized service content.

- Third-party sources: We may obtain relevant information from legitimate sources (such as payment institutions and partners) to verify or supplement your account information.

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2. How information is used

The information we collect is used for the following purposes:

- Providing and maintaining services: creating and managing accounts for you, providing transactions and related services, and ensuring the normal operation and functionality of the services.

- Customer support: providing you with technical support, answering questions, and solving problems in using the services.

- Improving services: based on your feedback and usage behavior, continuously optimizing the performance and user experience of the platform.

- Personalized content: providing you with customized services, personalized recommendations and advertising push to improve user experience.

- Marketing and advertising: with your consent, sending you promotional content such as platform activities, discount information, product updates, etc.

- Compliance and legal obligations: ensuring compliance with relevant laws and regulations, court orders and requirements of law enforcement agencies.

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3. Sharing and Disclosure of Information

We may share your information with third parties in the following circumstances:

- Service Providers and Business Partners: Work with service providers such as payment processing, hosting, and customer support to ensure the stability and efficiency of platform operations.

- Business Transfer: When a company merges, reorganizes, or is sold, user information may be transferred as an asset to the successor company.

- Legal Compliance: In order to fulfill legal obligations or protect the rights and interests of the company or users in legal proceedings, we may disclose your information at the request of law enforcement agencies.

- Other Sharing with Your Permission: After clearly informing and obtaining your consent, your information may be shared with third parties for specific purposes.

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4. Information Protection Measures

We take a variety of security measures to protect the security of user data, including but not limited to:

- Encryption Technology: Use encryption protocols such as SSL/TLS to ensure data security during transmission.

- Access Control: Limit internal employees' access to user information and adopt hierarchical permission management.

- Physical and technical protection: Use firewalls, intrusion detection and other measures to prevent unauthorized access.

- Regular audits: Conduct security audits and risk assessments to ensure the security of the system.

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5. Information retention period

We will reasonably retain user information based on business needs and legal and regulatory requirements:

- Account information: During the existence of your CuzUp account, or as required by law.

- Transaction records: To ensure compliance, we will retain transaction records for a long time as required by law.

- Deletion request: When you request to delete information, we will process your deletion request in accordance with legal requirements.

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6. User rights

Users have the following rights in terms of personal information processing:

- Right to access and correction: You have the right to review your personal information held by us and request correction of any inaccurate information.

- Right to deletion: You can request deletion of your personal information if legal conditions are met.

- Right to restrict processing: You can request to restrict our processing of your information.

- Right to data portability: Request to transfer your information to other service providers (where technically feasible).

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7. Privacy protection for minors

Our services are not intended for minors under the age of 18. If we find that we have inadvertently collected information about minors, we will take reasonable measures to delete the data as soon as possible.

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8. Cross-border data transfer

We may transfer your information to other countries in order to better provide services. In this case, we will take appropriate protective measures to ensure the security and legality of the information.

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9. Cookies and other tracking technologies

We use technologies such as cookies and pixel tags to optimize services, analyze user behavior, and personalize advertising display. You can manage the use of cookies through browser settings.

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10. Updates to the Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business or laws. The revised policy will take effect immediately and will be notified on the website.

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11. Contact information

If you have any privacy questions or data protection needs, please contact us as follows:

Email: admin@cuzup.com

Address: 600 17th St, Denver, CO 80202, USA