



SophWear Privacy Policy

Effective Date: January 1, 2025

Introduction

At SophWear, we prioritize the protection of your privacy and personal information. This Privacy Policy outlines our practices for collecting, using, and safeguarding your data when you interact with our website and services. We are committed to maintaining your trust through transparent data practices and robust security measures.

Information We Collect

Personal Information You Provide

When you interact with our services, you may provide us with:

- Contact information (name, email address, phone number)
- Billing and payment details
- Shipping and delivery information
- Account credentials
- Communication preferences

Automatically Collected Information

Our systems automatically collect certain technical data:

- Browser type and version
- IP address and location data
- Device information
- Website usage patterns
- Cookies and similar tracking technologies

How We Use Your Information

We process your personal information for the following purposes:

Essential Operations:

- Processing and fulfilling your orders
- Managing your account



- Providing customer support
- Ensuring website security and preventing fraud

Service Enhancement:

- Personalizing your shopping experience
- Analyzing website performance
- Improving our products and services
- Conducting market research and analytics

Communications:

- Sending order confirmations and updates
- Delivering newsletters and promotional content (with consent)
- Responding to your inquiries
- Notifying you about important changes

Data Protection and Security

We implement comprehensive security measures to protect your information:

Technical Safeguards:

- Encryption of sensitive data
- Secure socket layer (SSL) technology
- Firewalls and intrusion detection systems
- Regular security assessments

Organizational Controls:

- Employee training on data protection
- Access controls and authentication
- Regular security audits
- Incident response procedures

International Data Transfers

While SophWear operates from the United States, our services may be accessed globally. When transferring data across borders, we implement appropriate safeguards in compliance with applicable laws and regulations.

Children's Privacy



We take special precautions to protect children's privacy:

- We do not knowingly collect personal information from children under 13
- Parents can contact us regarding children's privacy concerns
- We promptly delete any inadvertently collected children's data

Your Privacy Rights

You maintain control over your personal information through these rights:

Access and Control:

- Review your personal information
- Request corrections to inaccurate data
- Obtain a copy of your data
- Request deletion of your information

Communication Preferences:

- Opt-out of marketing communications
- Manage cookie preferences
- Choose communication channels

Third-Party Services

We may share your information with trusted service providers who:

- Help operate our website
- Process payments
- Fulfill orders
- Analyze website performance

All service providers are contractually obligated to protect your privacy and use your information only for specified purposes.

Data Retention

We retain your personal information for as long as necessary to:

- Fulfill the purposes outlined in this policy
- Comply with legal obligations
- Resolve disputes
- Enforce our agreements



Updates to This Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements. We will notify you of significant changes by:

- Posting updates on our website
- Sending email notifications
- Providing in-app notifications

Contact Information

For questions about this Privacy Policy or your privacy rights:

Email: mbgincorp@gmail.com

Postal Address:

SophWear
295 Romans Rd.
New Vienna, OH
United States

Legal Compliance

This Privacy Policy complies with applicable data protection laws, including:

- Children's Online Privacy Protection Act (COPPA)
- California Consumer Privacy Act (CCPA)
- General Data Protection Regulation (GDPR)
- Other applicable state and federal regulations

Last Updated: January 1, 2025