



Privacy Policy

Last Updated: 11 February, 2025

Effective Date: 11 February, 2025

This Privacy Policy explains how DesignPop ("we," "us," or "our") handles information when you use our website (<https://designpop.site>) or subscribe to our services. We prioritize minimal data collection and transparency.

1. Information We Collect

We only collect essential data to deliver services and operate our business:

- **Client/Company Information:**
 - Company name, contact person's name, and email address (provided during contract agreements or inquiries).
 - **Contractual Data:**
 - Signed agreements, project specifications, and communication related to services.
 - **Payment Information:**
 - Transactions are processed securely via **Paddle** (our payment partner). We **do not** store credit card details or billing addresses.
 - **Anonymous Analytics:**
 - Website usage data (e.g., clicks, navigation paths) via **Microsoft Clarity**, which does not collect personally identifiable information (PII).
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2. How We Use Your Information

We use data strictly for:

- Fulfilling contractual obligations (e.g., delivering design/development work).
- Communicating about projects, invoices, or support.
- Analyzing anonymous website traffic to improve user experience.

- Complying with legal or tax requirements.
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3. Data Sharing

We only share data when necessary:

- **Paddle:** Processes payments and manages subscriptions. Review Paddle's Privacy Policy [here](#).
 - **Microsoft Clarity:** Provides anonymous analytics. Review their Privacy Policy [here](#).
 - **Legal Compliance:** Disclosed only if required by law (e.g., court orders).
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4. Cookies & Tracking

- **Microsoft Clarity:** Uses cookies to track anonymized user behavior (e.g., clicks, scroll depth). No personal data is collected.
 - **Control:** Adjust cookie settings via your browser or decline tracking via our cookie banner.
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5. Data Retention

- **Active Clients:** Data is retained while services are active and for 90 days post-cancellation.
 - **Contracts & Legal Records:** Stored for 7 years for tax/compliance purposes.
 - **Anonymous Analytics:** Aggregated data retained indefinitely (no personal identifiers).
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6. Security

- **Encryption:** Data in transit is secured via HTTPS/SSL.
 - **Access Controls:** Strict internal permissions for client data.
 - **Payment Security:** Paddle is PCI-DSS compliant; we never handle credit card details.
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7. Your Rights

You may:

- Request access to or deletion of your data (excludes legal/tax records).
 - Not applicable if project is on-going
 - Object to data processing (where applicable).
 - Submit requests to [hello@designpop.site]. We respond within 30 days.
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8. International Transfers

- Paddle and Microsoft Clarity operate globally. For EU/UK users, transfers comply with GDPR safeguards.
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9. Children's Privacy

Our services are not intended for users under 16. We do not knowingly collect data from minors.

10. Updates

We will notify subscribers of material changes via email or website notices.

11. Contact Us

For questions or data requests, email [hello@designpop.site].

DesignPop

[Optional: Physical Address]

Key Compliance Notes:

- **GDPR:** Compliant via limited data collection, Paddle's GDPR alignment, and user rights.
- **CCPA:** Explicitly states no sale of data.
- **Transparency:** Clarifies anonymous analytics and third-party tool policies.

This policy reflects your minimal data practices while ensuring legal compliance. Adjust the address and jurisdiction as needed.