

## Privacy Policy for ModaMate

Last Updated: May 5, 2025

ModaMate ("we," "us," or "our") operates an online clothing store at <https://modamate.store> that features local clothing brands from Egypt. Our website is generally accessible to anyone who wishes to use our services. We are committed to protecting the privacy of our customers and the brands that partner with us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or make purchases through ModaMate.

By accessing or using our website, you agree to the terms of this Privacy Policy.

### 1. Information We Collect

We collect various types of information from and about users of our website, including:

- **Personal Information You Provide Directly:**
  - **Account Information:** When you create an account, we collect your name, email address, password, and contact number.
  - **Order Information:** When you make a purchase, we collect your name, shipping address, billing address, phone number, and email address.
  - **Communication Information:** If you contact us through email, chat, or other means, we may retain a record of your communication.
  - **Brand Partner Information:** For local clothing brands using our platform, we collect business names, contact persons, contact details, business registration information, and payment details for revenue distribution.
- **Payment Information:**
  - We process online payments through services like Paymob. ModaMate DOES NOT store your credit card details or any sensitive payment information on our servers. This information is directly collected and processed by our secure payment gateway partner.
- **Automatically Collected Information:**
  - **Usage Data:** We collect information about your interactions with our website, such as the pages you view, the products you search for (utilizing our searching algorithm), the items you add to your cart, and the time and date of your visits.

- Device Information: We may collect information about the device you use to access our website, including your IP address, browser type, operating system, and unique device identifiers.
- Cookies and Tracking Technologies: We use cookies and similar tracking technologies (like pixels and web beacons) to track activity on our website and hold certain information. Cookies are small data files stored on your device that help us improve your experience, analyze trends, and administer the website. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

## 2. How We Use Your Information

We use the information we collect for various purposes, including:

- To Provide and Maintain Our Services: To operate our online clothing store, process transactions, and provide you with access to our platform.
- To Fulfill Orders: To process your purchases, arrange for delivery through our third-party delivery partner Bosta, and provide you with order updates.
- To Personalize Your Experience: To tailor your shopping experience, including providing relevant search results based on our searching algorithm and recommending products.
- To Improve Our Website and Services: To understand how users interact with our website, troubleshoot issues, and enhance our features and functionality.
- To Communicate with You: To send you order confirmations, shipping notifications, updates about your account, and respond to your inquiries.
- For Marketing and Promotions: With your consent, to send you promotional emails, newsletters, and special offers. You can opt out of receiving these communications at any time.
- For Business Operations (for Brands): To manage brand partnerships, track sales, calculate and distribute revenue shares, and communicate with our brand partners.
- For Security and Fraud Prevention: To protect the security and integrity of our website, prevent fraudulent transactions, and identify and address potential threats.
- To Comply with Legal Obligations: To meet our legal and regulatory requirements.

## 3. Sharing Your Information

We may share your information with the following categories of third parties for the purposes described in this Privacy Policy:

- **Third-Party Service Providers:**
  - **Payment Gateway:** We share necessary transaction details with our payment gateway provider, Paymob, to process your online payments securely. As stated, we do not store your credit card information.
  - **Delivery Partner:** We share your name, shipping address, and contact number with our delivery partner, Bosta, solely for the purpose of fulfilling your orders.
  - **Analytics Providers:** We may share aggregated and anonymized usage data with analytics providers to help us understand website usage.
  - **IT and Support Services:** Third-party vendors who provide IT, hosting, and customer support services.
- **Local Clothing Brands:** When you purchase an item from a specific brand on our platform, we may share relevant order details (excluding sensitive personal information like your full name and contact details if the brand already has this from their own account with us) with the respective brand to facilitate order fulfillment and support their operations.
- **Legal and Law Enforcement:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court order or government agency).
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.

We do not sell or rent your personal information to third parties for their marketing purposes.

#### 4. Data Security

We implement reasonable technical, administrative, and physical security measures designed to protect your personal information from unauthorized access, use, alteration, and disclosure. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## 5. Your Choices and Rights

Depending on your location and applicable laws, you may have the following rights regarding your personal information:

- **Access and Correction:** You may have the right to access and update your personal information through your account settings.
- **Opt-Out of Marketing:** You can opt out of receiving promotional emails from us by following the unsubscribe instructions provided in those emails.
- **Cookies:** You can manage your cookie preferences through your browser settings.
- **Account Deletion:** If you wish to delete your account, please contact us at [modamate.co@gmail.com](mailto:modamate.co@gmail.com). Please note that we may retain certain information as required by law or for legitimate business purposes (e.g., transaction records).

## 6. Third-Party Websites

Our website may contain links to third-party websites that are not operated by us. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services. We encourage you to review the privacy policies of any third-party websites you visit.

## 7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## 8. Contact Us

If you have any questions about this Privacy Policy, our data practices, or your rights, please contact us:

- **Email:** [modamate.co@gmail.com](mailto:modamate.co@gmail.com)
- **Phone:** +201096010411 or +201033043588
- **Address:** منطقة خدمات البنفسج، شيراتون المطار، قسم النزهة، New Cairo 1, Cairo Governorate