



Inspire | Innovate | Diversify

## Privacy Policy

**Last updated: January 1, 2021.**

We know that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This Privacy Notice describes how Whirlmarket Store and its affiliates collect and process your personal information through Whirlmarket Store websites, devices, products, services, online and physical stores, and applications that reference this Privacy Notice (together "Whirlmarket Store Services"). **By using Whirlmarket Store Services, you are consenting to the practices described in this Privacy Notice.**

### What Personal Information About Customers Does Whirlmarket Store Collect?

We collect your personal information in order to provide and continually improve our products and services.

Here are the types of personal information we collect:

- **Information You Give Us:** We receive and store any information you provide in relation to Whirlmarket Store Services. You can choose not to provide certain information, but then you might not be able to take advantage of many of our Whirlmarket Store Services.
- **Automatic Information:** We automatically collect and store certain types of information about your use of Whirlmarket Store Services, including information about your interaction with content and services available through Whirlmarket Store Services. Like many websites, we use "cookies" and other unique identifiers, and we obtain certain types of information when your web browser or device accesses Whirlmarket Store Services and other content served by or on behalf of Whirlmarket Store on other websites.
- **Information from Other Sources:** We might receive information about you from other sources, such as updated delivery and address information from our carriers, which we use to correct our records and deliver your next purchase more easily.

### For What Purposes Does Whirlmarket Store Use Your Personal Information?

We use your personal information to operate, provide, develop, and improve the products and services that we offer our customers. These purposes include:

- **Purchase and delivery of products and services.** We use your personal information to take and handle orders, deliver products and services, process payments, and communicate with you about orders, products and services, and promotional offers.
- **Provide, troubleshoot, and improve Whirlmarket Store Services.** We use your personal information to provide functionality, analyse performance, fix errors, and improve the usability and effectiveness of the Whirlmarket Store Services.
- **Recommendations and personalization.** We use your personal information to recommend features, products, and services that might be of interest to you, identify your preferences, and personalize your experience with Whirlmarket Store Services.
- **Comply with legal obligations.** In certain cases, we collect and use your personal information to comply with laws. For instance, we collect from sellers information regarding place of establishment and bank account information for identity verification and other purposes.
- **Communicate with you.** We use your personal information to communicate with you in relation to Whirlmarket Store Services via different channels (e.g., by phone, email, chat).
- **Advertising.** We use your personal information to display interest-based ads for features, products, and services that might be of interest to you.
- **Fraud Prevention and Credit Risks.** We use personal information to prevent and detect fraud and abuse in order to protect the security of our customers, Whirlmarket Store, and others. We may also use scoring methods to assess and manage credit risks.

## What About Cookies and Other Identifiers?

To enable our systems to recognize your browser or device and to provide and improve Whirlmarket Store Services, we use cookies and other identifiers.

## Does Whirlmarket Store Share Your Personal Information?

Information about our customers is an important part of our business, and we are not in the business of selling our customers' personal information to others. We share customers' personal information only as described.

- **Transactions involving Third Parties:** We make available to you services, products, applications, or skills provided by third parties for use on or through Whirlmarket Store Services. For example, you can order products from third parties through our stores, download applications from third-party application providers from our App Store. You can tell when a third party is involved in your transactions, and we share customers' personal information related to those transactions with that third party.
- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders for products or services, delivering packages, sending postal mail and email, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing payments, transmitting content, scoring, assessing and managing credit risk, and providing customer service. These third-party service providers have access to personal information needed to perform their functions, but may not use it for other purposes.
- **Protection of Whirlmarket Store and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our Conditions of Use and other agreements; or protect the rights, property, or safety of Whirlmarket Store, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Other than as set out above, you will receive notice when personal information about you might be shared with third parties, and you will have an opportunity to choose not to share the information.

## How Secure Is Information About Me?

We design our systems with your security and privacy in mind.

- We work to protect the security of your personal information during transmission by using encryption protocols and software.
- We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, and disclosure of personal customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.
- Our devices offer security features to protect them against unauthorized access and loss of data. You can control these features and configure them based on your needs.
- It is important for you to protect against unauthorized access to your password and to your computers, devices, and applications. Be sure to sign off when finished using a shared computer.

## What About Advertising?

- **Third-Party Advertisers and Links to Other Websites:** Whirlmarket Store Services may include third-party advertising and links to other websites and apps. Third-party advertising partners may collect information about you when you interact with their content, advertising, and services.

## What Information Can I Access?

You can access your information, including your name, address, payment options, profile information, Prime membership, household settings, and purchase history in the "Your Account" section of the website.

## Are Children Allowed to Use Whirlmarket Store Services?

Whirlmarket Store does not sell products for purchase by children. We sell children's products for purchase by adults. If you are under 18, you may use Whirlmarket Store Services only with the involvement of a parent or guardian. We do not knowingly collect personal information from children under the age of 18 without the consent of the child's parent or guardian. For more information, please see our Terms & Conditions