

## Privacy & Cookie Policy

*Last updated: INSERT DATE*

This Privacy & Cookie Policy explains how **ShopKloset Inc.** (“we”, “us”, “our”) collects, uses, stores, and protects personal information when users (“you”) access or use our website and services.

By using our website, you agree to the terms of this Privacy & Cookie Policy.

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### 1. Information We Collect

We may collect the following information when you interact with our website or services:

#### 1.1 Information you provide voluntarily

- Name
- Email address
- Contact information
- Payment and billing details (if applicable)
- Inquiry or support messages
- Account and profile information

#### 1.2 Information collected automatically

- IP address and device identifiers
- Browser type and version
- Pages viewed and access times
- Referring/exit pages
- Cookies and similar tracking technologies

#### 1.3 Information received from third-party tools

We may receive information from analytics and advertising services integrated into our platform.

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### 2. How We Use Personal Information

We process personal information for the following purposes:

- Operating and improving our service
  - Account management and customer support
  - Payment processing (if applicable)
  - Website analytics and performance optimization
  - Security and fraud prevention
  - Marketing, advertising, and personalization (with consent where required)
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### 3. Legal Basis for Processing (EU/EEA — GDPR)

For visitors from the EU/EEA, we process personal data under one or more of the following legal bases:

- Consent
  - Contract performance
  - Compliance with legal obligations
  - Legitimate interests (e.g., security, service improvement)
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## **4. Your Rights**

### **4.1 GDPR (EU/EEA)**

Users in the EU/EEA may request:

- Access to their personal data
- Correction, deletion, or restriction of processing
- Data portability
- Withdrawal of consent at any time (including cookies and marketing)

### **4.2 CCPA/CPRA (California, USA)**

California residents may:

- Request disclosure of collected personal information
- Request deletion of their data
- Opt-out of the sale or sharing of personal information
- Exercise rights without discrimination

### **4.3 Japan (Personal Information Protection Law)**

Users in Japan may:

- Request disclosure, correction, deletion, or suspension of use of retained personal data
- Withdraw consent for optional cookies and advertising tracking

To submit a privacy request, contact us at: [\*\*privacy@shopkloset.com\*\*](mailto:privacy@shopkloset.com)

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## **5. Cookies & Tracking Technologies**

Cookies and similar technologies are used to:

- Enable essential website functionality
- Improve performance and analyze traffic
- Personalize content and advertising
- Measure marketing effectiveness

You can manage your cookie preferences through the **Cookie Consent Banner** on our website. If you disable cookies in your browser, some features may not function properly.

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## 6. Third-Party Services & Data Sharing

We may share data with trusted third-party services strictly for service operation, analytics, and advertising purposes.

These services include, but are not limited to:

| Category                   | Services  |
|----------------------------|---|
| Analytics & Tag Management | Google Analytics, Google Tag Manager  |
| Advertising & Marketing    | Meta Pixel / Facebook Pixel, Google Pixel, Yahoo Japan Pixel, X (Twitter) Pixel, TikTok Pixel |
| Mobile Attribution         | Appsflyer SDK   |

These services may collect information automatically using cookies, pixels, and SDKs.

We do **not** sell personal information.

Advertising-related tracking occurs **only with user consent where required by law**.

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## 7. International Data Transfers

Your information may be processed in countries outside your jurisdiction.

Where required, safeguards such as the following are applied:

- Standard Contractual Clauses (SCCs)
  - Adequacy decisions
  - Industry-recognized data protection frameworks
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## 8. Data Retention

We retain personal information only as long as necessary for:

- Service provision
- Legal compliance
- Security and fraud prevention
- Dispute resolution

When information is no longer required, it is securely deleted or anonymized.

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## 9. Security

We implement technical and organizational safeguards to protect personal information, including:

- Encryption
- Access controls
- Secure servers and infrastructure

- Monitoring for suspicious activity

However, no online service can guarantee absolute security.

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## **10. Children's Privacy**

Our services are not intended for children under 13 (or under 16 in the EU/EEA).

We do not knowingly collect personal information from minors.

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## **11. Policy Updates**

We may update this Privacy & Cookie Policy periodically.

Revisions will be posted on this page with an updated "Last updated" date.

Continued use of our services indicates acceptance of the updated policy.

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## **12. Contact Information**

For inquiries regarding this policy or to exercise your privacy rights, contact:

**ShopKloset Inc.**

Email: [privacy@shopkloset.com](mailto:privacy@shopkloset.com)

Address: 〒150-0041 東京都渋谷区神南 1-16-7 パークウェースクエア' 12階