

AFROSTITCHES PRIVACY POLICY

Effective Date: 26th January 2026

Last Updated: 18th February 2026

Afrostitches Digital Innovations Ltd ("Afrostitches," "we," "our," or "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, process, store, and share your information when you use our website, mobile platform, and related services (collectively, the "Platform").

This Policy applies to:

- Buyers
- Designers
- Website visitors
- Marketing subscribers
- Business partners

1. Information We Collect

1.1 Information You Provide Directly

When you create an account, place an order, apply as a designer, or contact us, we may collect:

- Full name
- Email address
- Phone number
- Billing and shipping address
- Payment information (processed via secure third-party processors)
- Date of birth (where required for verification)
- Government-issued ID (for designer verification/KYC)
- Business registration details (for designers)

1.2 Transaction Information

- Order history
- Product preferences
- Payment confirmations
- Shipping details
- Refund and dispute records

1.3 Automatically Collected Data

When you use our Platform, we may automatically collect:

- IP address
- Device information
- Browser type
- Cookies and tracking data
- Usage behavior (pages viewed, clicks, time spent)

2. How We Use Your Information

We process personal data for the following purposes:

2.1 To Provide Services

- Process transactions
- Coordinate shipping via third-party logistics providers
- Verify designers (KYC/AML compliance)
- Prevent fraud and abuse

2.2 To Improve Our Platform

- Analyze user behavior
- Optimize user experience
- Personalize product recommendations

2.3 For Legal and Regulatory Compliance

- Comply with tax laws
- Respond to lawful requests from authorities
- Enforce contractual rights

2.4 Marketing Communications

- Send newsletters and promotions (with consent where required)
- Share product launches and cultural campaigns

You may opt out of marketing at any time.

3. Legal Basis for Processing (UK/EU GDPR)

For users located in the UK or EU, we rely on:

- Contractual necessity (order fulfillment)
- Legitimate interest (fraud prevention, platform improvement)
- Legal obligation (tax and compliance)
- Consent (marketing communications)

4. Payment Processing

AfroStitches does not store full card details.

Payments are securely processed through third-party payment providers compliant with PCI-DSS standards. These providers process payment information according to their own privacy policies.

5. Designer Verification & KYC

To protect marketplace integrity, we may collect identity verification documents through third-party verification partners.

This information is used solely for:

- Fraud prevention
- Business verification
- Regulatory compliance

6. Sharing of Information

We may share personal data with:

- Payment processors
- Logistics providers
- Verification partners
- Cloud hosting providers
- Legal authorities (when required by law)

We do not sell personal data.

7. International Data Transfers

As Afrostitches operates globally, your data may be transferred outside your country of residence.

Where required, we ensure appropriate safeguards such as:

- Standard Contractual Clauses (SCCs)
- Data Processing Agreements
- Secure cloud infrastructure

8. Data Retention

We retain personal data only as long as necessary to:

- Fulfill contractual obligations
- Comply with tax and regulatory laws
- Resolve disputes
- Enforce agreements

After this period, data is securely deleted or anonymized.

9. Your Rights

Depending on your jurisdiction, you may have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent

To exercise your rights, contact: privacy@afrostitches.com

We will respond within the legally required timeframe.

10. Cookies & Tracking

Afrostitches uses cookies to:

- Enable website functionality
- Remember user preferences
- Analyze traffic
- Improve marketing performance

Users in the UK/EU will be presented with a cookie consent banner where required.

11. Data Security

We implement appropriate technical and organizational measures, including:

- SSL encryption
- Secure cloud hosting
- Role-based access controls
- Fraud detection systems

However, no system is completely secure. Users are responsible for maintaining password confidentiality.

12. Children's Privacy

Afrostitches is not intended for individuals under the age of 18. We do not knowingly collect data from minors.

13. Third-Party Links

Our Platform may contain links to third-party websites. We are not responsible for their privacy practices.

14. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised "Last Updated" date.

15. Contact Information

Afrostitches Digital Innovations Ltd - Nigeria

Email: info@afrostitches.com