

# **SHEKR Privacy Policy**

**Effective Date: 15<sup>th</sup> November 2025**

Welcome to SHEKR, the social media that gives back to its community.

This Privacy Policy explains how we collect, use, share, and protect your personal data when you use our platform. We want you to feel confident in how your information is handled, whether you are here to discover new creators, shop unique finds, earn from what you share or create your own space in the community.

## **1. Who We Are**

If you live in the European Economic Area (EEA), the United Kingdom, or Switzerland, SHEKR is the controller of your personal data. That means we are responsible for deciding how and why your data is used. If you ever have questions about this policy or your data, you can reach us at [\*\*hello@shekr.com\*\*](mailto:hello@shekr.com).

## **2. What Information We Collect**

We collect information that you give us directly, such as when you create an account, upload content, interact with other users, or complete a purchase. This includes your email address, username, profile picture, and any messages or content you submit.

We also automatically collect certain data about how you interact with SHEKR. This includes your device type, IP address, operating system, app version, and how you use the app like pages viewed, clicks, scrolling behavior, and error logs. Location data may be collected based on your IP address or device settings, but only at a general level unless you have explicitly given permission for more precise data.

In some cases, we also receive data from third parties. For example, if you complete a transaction via a payment provider like Stripe, we may receive certain information from those platforms to complete your profile or transaction.

## **3. How and Why We Use Your Data**

We use your data to provide and improve SHEKR. This includes things like creating and managing your account, delivering content and products, enabling purchases, and personalizing your experience. For example, we may show you creators or products that match your interests, based on how you use the platform.

We also use your data to improve SHEKR like fixing bugs, testing new features, and measuring performance. Sometimes we use it for security reasons, like preventing fraud or ensuring that our community remains safe.

We rely on several legal bases to process your data. In some cases, it's necessary for us to fulfill our contract with you (like when you create an account or make a purchase). In other cases, we process your data based on your consent (such as for personalized recommendations or marketing). We may also rely on our legitimate interests, such as improving the service or protecting users, as long as those interests do not override your rights.

#### **4. Cookies and Similar Technologies**

We use cookies, SDKs, and pixels to help power SHEKR. Some of these are essential to make the platform work like keeping you logged in or remembering what's in your cart. Others help us understand how you use SHEKR so we can make it better, or personalize your experience by recommending relevant creators or products. You can learn more about how we use cookies in our [Cookie Policy](#).

#### **5. How We Share Your Data**

We never sell your personal data. We only share it in limited situations. This includes working with trusted service providers who help us run SHEKR, such as cloud hosting platforms, analytics tools, and payment processors. We also share your delivery information (such as your name, address, and phone number) with the seller(s) you purchase from. This is required so they can deliver the product to your location. Sellers are contractually obligated to delete your data once it is no longer necessary for them to keep it. For example, after the delivery has been completed and any returns or legal obligations are fulfilled.

In rare cases, we may be required by law to share your data for example, in response to a legal request or to prevent fraud or abuse.

#### **6. International Transfers**

SHEKR is based in France, but we work with partners around the world. If your data is transferred outside the EEA, we ensure it's protected through measures like Standard Contractual Clauses approved by the European Commission or equivalent legal safeguards.

#### **7. How Long We Keep Your Data**

We only keep your data for as long as we need it to provide our services, or as required by law. For example, we may keep your account information while your account is active and for a short period afterward. Cookie data is typically stored for up to 13 months. In cases involving fraud or legal issues, we may retain certain data for longer.

#### **8. Your Rights and Choices**

Under the General Data Protection Regulation (GDPR), you have a number of important rights. You can ask to access the data we hold about you, request corrections, or ask us to delete it. You also have the right to withdraw your consent at any time, object to certain uses, and request that your data be transferred to another provider.

If you want to exercise any of these rights, just contact us at **hello@shekr.com**. We will respond as soon as we can, and always within the timelines required by law.

## **9. Children's Privacy**

SHEKR is not intended for users under the age of 16. We do not knowingly collect personal data from children under this age. If we learn that we have collected data from someone under 16, we will delete it promptly.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. If we make significant changes, we'll let you know through the app or by email before they take effect. The latest version will always be available here.

## **11. How to Contact Us**

If you have any questions about this policy, your data, or your rights, please email us at **hello@shekr.com**. We are here to help.