



Privacy policy

Shopological is a free, information management service. This policy describes the types of personal information we may collect and how we use it to provide the Shopological service.

By using Shopological, you agree to the collection and use of your personal information as described in this policy. You should know:

- We collect limited account information and we store and maintain your account, information and events list on our secure servers.
- We store your data until you request otherwise, at which point we will delete all of your data from our system.
- Shopological will never sell, rent or share your personal information with any third parties for marketing purposes.

To comply with the Children's Online Privacy Protection Act, at this time Shopological is only available to users who are at least 13 years old. If you are under 13, please do not use the Shopological service.

What types of personal information do we collect and how do we use it?

Account information. When you register with Shopological, we will request some personal information, including your first and last name, email address and mobile number. Your password will be maintained on our system in an encrypted form.

Events & Information list contents and usage. The contents of your Shopological account are stored and maintained on Shopological servers in order to provide the service. Because we keep back-up copies of data for the purposes of recovery from errors or system failure, residual copies of E&I list contents may remain on our systems for some time, even after you have deleted information or after the termination of your account. Shopological employees do not access the content of any task lists unless you specifically request them to do so (for example, if you are having technical difficulties accessing your account) or if required by law, to maintain our system, or to protect Shopological or the public.

We also may collect information about the use of your account, such as how much storage you are using, how often you log in, who do you received information from and other information related to your registration and use of Shopological. Information displayed or clicked on in your Shopological account (including UI elements, links, and other information) is also recorded. We use this information internally to deliver the best possible service to you, such as improving the Shopological user interface.

Cookies & log information.

Cookies. A cookie is a small data file that is sent to your computer when you first visit a website. As with most website cookies, our cookies include an identification number that is unique to the computer you are using. This identifier helps us better understand our user base and how they are using our site and services.

When you visit Shopological and create an Shopological account, we set and access cookies on your computer. We use cookies for a number of reasons, such as recognising you when you visit the site, displaying the site according to your chosen user settings for language, and maintaining the security of your account. We may also use the cookies to collect aggregated information about the use of Shopological to maintain, analyse and improve the service. If you set your browser so that it refuses cookies, you will not be able to use the Shopological service.

Log information. When you use your Shopological account, we collect certain information (the same information that most web sites log when they are accessed). This information, contained in the "header" of

your request to access the Shopological page, usually includes the browser type you used, your Internet Protocol address, and the date and time of day. In addition, we log the unique ID provided by our cookie and the URL of the last site you visited.

As a basic matter, we need this information to help us provide our services to you. For example, we need to validate your identity in order to maintain the security of your personal profile. We also need to know what Internet Protocol address your query came from so we can send the appropriate pages back to you.

In addition, we log this information for internal business purposes. For example, this log information helps us determine how well our services are working so we can continually improve the quality of Shopological. The log information is also important for security, audit, quality improvement, and other internal business purposes.

How we may contact you.

Shopological may send you information related to your Shopological account or Shopological services. Because we believe such information is important, you will not be given the opportunity to opt-out of receiving them.

Transfer of information.

Personal information collected by Shopological may be stored and processed in the United Kingdom.

We hold high standards in the way we process your personal details. At any given time, you have the right to amend/withdraw your consent for our use of your personal information. Should you have any queries/concerns, your first call of action is to contact our Data Protection Officer: Pedro Francis at pedro@shopological.com. Your query will be treated as a top priority. Should you have continuing dissatisfaction in regards to your Data Protection rights, you can submit a complaint to the Information Commissioner's Office by visiting their website at <https://ico.org.uk> or calling 0303 123 1113. If you are outside of the UK, please contact the relevant data protection regulator in your country of residency.

We reserve the right to transfer your personal information in the event of a transfer of ownership of Shopological, such as acquisition by or merger with another company. In such an event, Shopological will notify you before information is transferred and becomes subject to a different privacy policy.

Updating your information.

You can terminate your account with us at any time, by simply going to the [Manage Personal Information](#) page and selecting the Deactivate My Account button.

You can also Unsubscribe from receiving Emails by going to the [Email Preferences](#) page and selecting which emails you wish to unsubscribe from.

If you need to contact us directly you can reach us via email at serena@shopological.com or alternatively you can contact us by post at **Shopological, 20 Ropemaker Street, London, EC2Y 9AR.**

We hope you will enjoy using Shopological!