
Privacy Policy — Schiftr (English)

Effective Date: June 1st, 2025 **Available at:** <https://schiftr.com/en/privacy.html>

1. About Schiftr

Schiftr LLC (“Schiftr”, “we”, “our”, “us”, or “the Platform”) operates Schiftr, a social media platform designed for the sports, wellness, and lifestyle community.

This Privacy Policy explains how we collect, use, share, and protect your **personal data** when you use our platform (app and website).

2. Personal Data We Collect

We collect the following data:

a) Data you provide:

- Name
- Username
- Email address
- Date of birth
- Profile photo
- Other profile details you add

b) Content you create:

- Photos, videos, posts
- Comments, likes, interactions
- Information about your activity on the Platform

c) Technical Data:

- IP address
- Device information (model, OS, version)
- Location (approximate, via IP)
- Language and time zone

d) **Data from third parties:** If you connect your Schiftr account with third-party services (e.g., Facebook, Google), we may receive your public profile and shared data.

3. How We Use Your Data

We use your data to:

- Operate and improve the Platform
- Personalize content and your experience
- Ensure community safety
- Display advertising (with your consent where required)
- Comply with legal obligations

4. Sharing Your Data

We may share your data with:

- **Service Providers:** Companies that help us operate the Platform, such as cloud storage and data analytics services.
- **Partners:** Entities or brands that publish content or offer services on the Platform.
- **Legal Authorities:** When required by law or in response to valid legal processes.

5. Disclaimer About Third Parties

Schiftr is a social platform and **does not intermediate, control, or guarantee** any transactions or interactions between users and commercial partners who publish on the Platform. All commercial relationships, negotiations, and services are the sole responsibility of the user and the third party involved. By interacting with third-party content or services, you acknowledge that the privacy policies and terms of use of those third parties apply.

6. Cookies and Tracking Technologies

We use **cookies and similar technologies** to improve the user experience, analyze traffic, and personalize content and advertising on the Platform.

You can manage your cookie preferences through your browser settings or, when available, through privacy settings provided in our app.

7. Advertising and Personalization

We may display personalized or non-personalized advertisements on the Platform. If you have given consent where required (for example, through your device's or app's privacy settings), we and our advertising partners may use information about your activity on the Platform and on other sites and apps to show you **more relevant ads**.

You may manage your advertising preferences and tracking on your device through settings on the Platform or your operating system's privacy settings (e.g., **App Tracking Transparency on iOS**).

8. Your Rights

You have the right to:

- **Access** your data
- **Correct** your data
- **Delete** your data
- **Restrict** processing
- **Withdraw** consent

To exercise these rights, contact: **info@schiftr.com**. We also offer the option to **delete your account** directly within the app settings.

9. Data Retention

We retain your personal data as long as your account is active and as necessary for legal and operational reasons, to resolve disputes, and to enforce our agreements. Specific data may be retained for defined periods as required by applicable laws (e.g., financial or transaction records).

10. International Data Transfers

Your data may be transferred to and processed in countries outside your country of residence, including the United States. We take steps to ensure that your information is protected in accordance with this Privacy Policy and applicable data protection laws.

11. Security Measures

We implement technical and organizational security measures to protect your data, but no online service can be completely secure.

12. Children's Privacy

The Schiftr Platform **is not intended for users under the age of 13** (or 16 in applicable jurisdictions, such as the European Union and parts of the US). We do not knowingly collect personal information from children. If we become aware that we have collected data from a child without parental consent, we will take steps to delete that information.

13. Changes to this Policy

We may update this Policy periodically. We will notify users of any **material changes** by posting the new policy on our website and, when appropriate, through a notice within the app.

14. Applicable Law

This Policy is governed by the laws of the country where Schiftr LLC is established (United States).

- **Users in Brazil:** Also subject to LGPD.
- **Users in the EU:** Also subject to GDPR.
- **Users in California:** Also subject to CCPA.

15. Contact

Schiftr LLC 16019 Ridge Haven Aly Winter Garden, Florida 34787, USA **Email:** info@schiftr.com

This Privacy Policy is also available at: 🖱️ <https://schiftr.com/en/privacy.html>