

# Privacy Policy Template

PrestaShopCompliance.com

EU compliance for merchants

A GDPR-aligned starting point for your online shop's privacy policy

## Privacy Policy

Complete each field below with details that reflect how your shop actually processes personal data. Delete any section that does not apply and add rows to tables where you need them.

### 1. Who we are (the controller)

Controller name:

Registered address:

Contact email:

Data protection contact (if any):

### 2. What data we collect

We collect the following categories of personal data:

Categories of data (for example identity, contact, order, payment, browsing):

### 3. Why we use it and our lawful basis

| Purpose                              | Lawful basis              |
|--------------------------------------|---------------------------|
| Processing and delivering your order | Performance of a contract |
| Sending marketing communications     | Consent                   |
| Meeting legal and tax obligations    | Legal obligation          |

Any additional purposes and bases:

### 4. Who we share it with

Recipients and categories of recipients (for example payment providers, couriers, hosting):

### 5. International transfers

Countries outside the EEA and the safeguards used (for example standard contractual clauses):

## 6. How long we keep it

Retention periods by data category:

## 7. Your rights

- Access to your personal data.
- Rectification of inaccurate data.
- Erasure in certain circumstances.
- Restriction of, or objection to, processing.
- Data portability.
- Withdrawal of consent where processing is based on consent.

How to exercise these rights:

## 8. Complaints

You have the right to lodge a complaint with a supervisory authority.

Relevant supervisory authority and contact details:

This template is a general starting point under Regulation (EU) 2016/679. Have it reviewed by a qualified professional before publication to ensure it matches your processing and jurisdiction.