Privacy Policy of Spreadshirt, Inc.

Principal

The safety and privacy of personal data has a special value for Spreadshirt, Inc. (hereinafter Spreadshirt). The collection, processing and usage of personal data shall only be undertaken with the consent of the individual or due to a legal obligation. Should anonymous or pseudonymous data be needed for business purposes, then only these forms of data shall be used.
Personal data stored at Spreadshirt is protected by extensive technical and operational safeguards against potential unauthorised access or abuse. Our security procedures are regularly reviewed along with the latest technological developments.

Spreadshirt uses a secure method of data transmission known as SSL (Secure Socket Layer) transmission to process user information.

Spreadshirt Orders and Membership

We collect; store; modify; use and transmit personal data for their own specific purposes towards the justification and settlement of the user's contract or contract relationships, including individual and personal customer advice and support, and to protect the legitimate business interests of Spreadshirt.
When necessary, we will transmit personal data to third parties (such as delivery companies). Only information that is needed to carry out its task will be transmitted and used.
The usage and transmission of personal data for advertising and market-research purposes is permitted by Spreadshirt, unless the user asks us to withhold their personal information when setting up their contract with us. Users can opt-out of the usage of their data at any time within their Spreadshirt user-account or by sending a request via email to info@spreadshirt.com

The usage of personal data for other appropriate purposes is dependent on prior consent from the user.

If a user agrees to the forwarding of newsletters from a shop owner, then they will receive the newsletter content via Spreadshirt. The shop owner sends the newsletter information to Spreadshirt and a transmission of the users personal data to the shop-owner does not take place.

Usage of Spreadshirt’s Online Offers

Spreadshirt collects and uses personal user data due to legal obligations or when permission from a user is given, for the reason of content-wise alterations or changes to the contractual relations with the user in terms of the usage of tele-media.
As far as is necessary, Spreadshirt collects and uses a personal data in order to enable users to operate their online service; for accounting; further legally permissible cases or with the users consent.

Spreadshirt collects and uses data contained in log-files that the user's internet browser transmits to us. The data we receive is the user's browser type/version; operating system; referring URLs (the user's previously visited site); hostname (IP address) of the accessing computer and the time of server inquiry. In order to ensure the safe communication of the Spreadshirt online service - it is not necessary for Spreadshirt to use the data collected in connection with the specific user. Therefore, after statistical evaluation the data will be deleted and not used in connection with the user.

Spreadshirt uses Google Maps auto-completion APIs to verify your delivery information and avoid delivery errors. When you add your delivery information, you agree with Google Maps' Terms of Service and Google's Privacy Policy.

Effective August 1 2016, we use Google Customer Match, which helps businesses provide customers with more relevant advertising offers. We anonymize (hash) the email addresses we submit to Customer Match. We do not use all customer or user email addresses for the Customer Match service, so your email address may not be used at all. You may be able to opt-out of this use by adjusting your Google ads settings. Only Google receives the anonymized email addresses, and Google does not use them for any other purposes.

Usage of Cookies

For the reason of improving Spreadshirt's online service, the commonly-named system of 'Cookies' are used. Cookies are text files, which are stored on a users computer when they visit a website. Cookies are used either once or over a longer period of time to use a user's recurring attitudes within the Spreadshirt site to their benefit – in terms of personalising the Spreadshirt online experience and its functions and tools towards individual user's needs. The text files contain no address data (i.e. user's names and E-Mail data) or other personal information. Spreadshirt will not link data found in these text files with other data sources. Cookies serve to further our analysis of web-page usage and enables us to make our service more user-friendly; more effective and safer.
In terms of the data collected within its online service, Spreadshirt works together with Omniture, Inc., 550 East Timpanogos Circle, Orem, Utah 84097 (Omniture). Omniture use cookies and web-beacons (small graphics implanted into websites that make log-file recording and analysis possible). The acquisition and processing of data is purely for statistical purposes and serve for the improvement of Spreadshirt's online service. Only data that is not linked to the original user is collected and used.

User profiles (using false pseudonyms) may be provided for the purpose of advertisement to marketing-studies or for organising the meeting of demand within our online service, should the user not object. Users can opt-out of their information being used at any time by deactivating this function within their Spreadshirt user account, or by requesting deactivation via email (info@spreadshirt.com). The user-profile will in no circumstances, be linked with the data regarding the 'pseudonym'.

Use of Cookies by Spreadshirt shop owners.

Spreadshirt shop-owners can use ‘Google Analytics’ – an analysis service given by Google Inc, 1600 Amphitheatre Parkway, Mountain View, California, 94043, USA (Google). Google Analytics uses ‘cookies’. The information given by the cookies regarding the usage of shops is not personal and is sent to, and stored by a Google server in the USA. Google uses this information on behalf of the shop-owner in order to evaluate the visits to the shop; to create activity reports and compile further information connected to the usage of the shop and internet services. Google will transmit this information to third parties as far as statutory or lawful or with the prior consent of the user. Google will in no circumstances, link this information with other data they hold.

Deactivation of Cookies

Users can set their web browser to halt the storage of the data files known as Cookies. In some cases this can lead to certain services and website functions to become unusable.

User Rights to Access to Personal Information

Visitors and users of Spreadshirt’s web page can request (free of charge) access to any information held about them and its origin; any recipients of their data and the reason for the storage of such data. Our website may also use a website recording service which may record mouse clicks, mouse movements, page scrolling and any text keyed into website forms. Data collected by this service is used to improve our website usability. The information collected is stored and is used for aggregated and statistical reporting, and is not shared with anybody else.