

Mercantiworld Privacy Policy

Effective Date: 8 June 2025

1. Introduction

Mercantiworld Digital Ltd (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data when you use our Mercantiworld ecommerce platform and related services.

2. Data Controller

Your business (“Client”) is the Data Controller of all personal data processed through our platform. Mercantiworld Digital Ltd acts as the Data Processor.

3. Data We Process

We process personal data including but not limited to:

- Customer names, addresses, emails, phone numbers
- Order details and transaction history
- Payment metadata provided through third-party gateways (Stripe, Braintree)

4. Purpose and Legal Basis for Processing

We process your data solely to provide, maintain, and improve our services as per your instructions, fulfilling our contractual obligations.

5. Data Ownership

All data you upload or generate through Mercantiworld is your exclusive property. We do not claim any ownership rights.

6. Data Security

We employ appropriate technical and organizational measures (e.g., encryption, access controls) to protect your data.

7. Data Breach Notification

If a personal data breach occurs, we will notify you promptly, providing all necessary information to comply with applicable laws.

8. Data Fixes and Amendments

We may assist in correcting data upon your explicit request. All such actions are logged and performed only with your prior approval.

9. Data Retention

Your data will be retained only as long as necessary to provide services or as legally required.

10. International Transfers

If data is transferred outside the UK/EEA, we will ensure appropriate safeguards are in place.

11. Your Rights

You have the right to access, rectify, erase, restrict, or object to processing of your data, as well as data portability under applicable laws.

12. Contact

For questions or data requests, please contact:

Email: contact@mercantiworld.com
