

Privacy Policy

Effective Date: 26 November, 2024

Welcome to **Shifftt.com**, a platform operated by **Shift Live Plus Co. Ltd.**, trading as **Shifftt**. Your privacy is important to us, and this Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website or use our services.

1. Information We Collect

We may collect the following types of information:

a. Personal Information

- Name, email address, phone number, and other contact details when you sign up, make inquiries, or book services.

b. Payment Information

- Details necessary to process transactions, such as payment card details, billing addresses, or bank information.

c. Device and Usage Information

- IP address, browser type, operating system, and other technical details collected through cookies and analytics tools when you visit our website.

d. Communication Data

- Information you provide when contacting us via email, phone, or through contact forms.

2. How We Use Your Information

We use your personal data for the following purposes:

- To provide, operate, and improve our services.
- To process bookings and payments.
- To send updates, newsletters, and promotional content (only with your consent).
- To respond to inquiries or customer support requests.
- To ensure compliance with applicable laws and protect against unauthorized activity.

3. GDPR and CCPA Compliance

If you are located in the European Economic Area (**EEA**) or **California**, your data is handled in compliance with applicable data protection laws, such as the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)**.

Your Rights Under GDPR/CCPA:

- **Access and Rectification:** Request access to or correction of your personal data.
- **Erasure:** Request deletion of your data, subject to legal requirements.
- **Portability:** Request a copy of your data in a portable format.
- **Restriction or Objection:** Restrict or object to data processing in certain circumstances.
- **Data Transparency:** Understand how we process and protect your information.

To exercise these rights, contact us at info@shifftt.com. We will respond to your request within the timeframes required by applicable laws.

4. Sharing Your Information & Disclosure

We do not sell your personal information. We may share your personal data in the following cases:

- **Service Providers:** With trusted third parties who assist us in providing services (e.g., payment processors, hosting providers).
- **Legal Requirements:** When required by law or to protect our legal rights.
- **Business Transactions:** In the event of a merger, sale, or acquisition involving Shifftt.

5. Cookies and Tracking Technologies

Cookies are used on our website to enhance your experience. These include:

- **Essential Cookies:** Required for website functionality.
- **Analytics Cookies:** Help us understand website usage to improve services.
- **Marketing Cookies:** For personalized content and advertisements.

You can manage or disable cookies through your browser settings.

6. Data Security

We implement robust technical and organizational measures to protect your personal information from unauthorized access, loss, or misuse.

7. Your Rights

Depending on your location, you may have the following rights:

- The right to access, update, or delete your personal information.
- The right to withdraw consent for data processing (e.g., marketing).
- The right to file a complaint with a data protection authority.

To exercise these rights, please contact us at info@shifftt.com.

8. Data Retention

Your information will only be retained for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, or resolve disputes.

9. International Data Transfers

As Shifftt operates globally, your personal information may be transferred to and processed in countries outside your location. We ensure these transfers comply with relevant data protection laws by implementing safeguards, such as standard contractual clauses or other lawful mechanisms. We ensure such transfers comply with applicable data protection laws.

10. Contact Information

If you have questions or concerns about this Privacy Policy or how your data is handled, please contact us:

- Company Name: **Shift Live Plus Co. Ltd., trading as Shifftt**
- Address: **Soi 88, The Lees, Prachuap Krihi Khan, Hua Hin 77110, Thailand**
- Phone: **+66-66-0237-121**
- Email: info@shifftt.com

11. Updates or Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Revisions will be posted on this page, and the "Effective Date" will be updated.

Thank you for trusting Shifftt!