



Privacy Policy

EDGE DEN Auto Solutions

Last Updated: January 15, 2026

1. Introduction

EDGE DEN Auto Solutions ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our services.

By using our services, you agree to the collection and use of information in accordance with this policy. If you do not agree with our policies and practices, please do not use our services.

2. Information We Collect

2.1 Personal Information

We collect information that identifies you as an individual, including:

- Account Information: Name, email address, phone number, password
- Billing Information: Billing address, payment card details (processed securely through payment providers)
- Shipping Information: Delivery address, contact details
- Order Information: Purchase history, order details, product preferences
- Communication Data: Customer service inquiries, feedback, reviews

2.2 Vehicle Information

To help you find compatible parts, we may collect:

- Vehicle make, model, and year

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- Vehicle Identification Number (VIN) - if provided
- Engine specifications
- Previous purchases related to your vehicle

2.3 Technical Information

We automatically collect certain information when you use our website:

- Device Information: IP address, browser type, operating system, device identifiers
- Usage Data: Pages visited, time spent, click patterns, referring URLs
- Location Data: General geographic location based on IP address
- Cookies and Similar Technologies: See Section 5 for details

2.4 Information from Third Parties

We may receive information from:

- Payment processors (transaction verification)
- Shipping carriers (delivery status)
- Social media platforms (if you connect accounts)
- Marketing partners and analytics providers

3. How We Use Your Information

3.1 Primary Uses

We use your information to:

- Process Orders: Fulfill purchases, process payments, and arrange shipping
- Customer Service: Respond to inquiries, resolve issues, and provide support
- Account Management: Create and maintain your account, authenticate users
- Product Recommendations: Suggest compatible parts based on your vehicle and purchase history

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- Communication: Send order confirmations, shipping updates, and important notices

3.2 Business Operations

- Improve our website functionality and user experience
- Analyze trends and customer behavior
- Prevent fraud and enhance security
- Comply with legal obligations
- Enforce our Terms of Service

3.3 Marketing (With Your Consent)

- Send promotional emails about new products, special offers, and sales
- Display targeted advertisements
- Conduct surveys and market research
- Share automotive tips and maintenance reminders

You can opt out of marketing communications at any time.

4. Legal Basis for Processing (GDPR Compliance)

We process your personal data based on:

- Contract Performance: Processing necessary to fulfill your orders
- Legitimate Interests: Improving services, fraud prevention, business operations
- Legal Compliance: Meeting regulatory and legal requirements
- Consent: Marketing communications and optional data collection

5. Cookies and Tracking Technologies

5.1 Types of Cookies We Use

Essential Cookies: Required for website functionality (shopping cart, checkout, login)

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Performance Cookies: Help us understand how visitors use our site (Google Analytics)

Functional Cookies: Remember your preferences and vehicle information

Marketing Cookies: Track your browsing to show relevant advertisements

5.2 Managing Cookies

You can control cookies through your browser settings. Note that disabling cookies may limit website functionality. Most browsers allow you to:

- View and delete cookies
- Block third-party cookies
- Block all cookies (may affect site functionality)

5.3 Third-Party Tracking

We use third-party services that may track your activity:

- Google Analytics
- Facebook Pixel
- Payment processors
- Advertising networks

6. How We Share Your Information

6.1 Service Providers

We share information with trusted third parties who assist our operations:

- **Payment Processors:** To process transactions securely
- **Shipping Carriers:** To deliver your orders
- **Cloud Hosting:** To store data securely
- **Email Services:** To send communications
- **Analytics Providers:** To understand website usage
- **Marketing Platforms:** To manage campaigns (with consent)

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All service providers are contractually required to protect your data.

6.2 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new entity. You will be notified of any such change.

6.3 Legal Requirements

We may disclose information when required by law or to:

- Comply with legal processes (subpoenas, court orders)
- Protect our rights and property
- Prevent fraud or illegal activity
- Protect the safety of users or the public

6.4 With Your Consent

We may share information with third parties when you explicitly consent.

6.5 We Do NOT

- Sell your personal information to third parties
- Share your information with competitors
- Use your data for purposes unrelated to our services without consent

7. Data Security

7.1 Security Measures

We implement industry-standard security measures:

- Encryption of sensitive data (SSL/TLS)
- Secure payment processing (PCI DSS compliance)
- Regular security audits and updates
- Access controls and authentication

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- Employee training on data protection
- Firewall and intrusion detection systems

7.2 Limitations

No method of transmission over the internet is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. You are responsible for maintaining the confidentiality of your account credentials.

8. Your Rights and Choices

8.1 Access and Control

You have the right to:

- Access: Request a copy of your personal information
- Correction: Update inaccurate or incomplete information
- Deletion: Request deletion of your personal data (subject to legal obligations)
- Portability: Receive your data in a structured, machine-readable format
- Restriction: Limit how we use your information
- Objection: Object to certain data processing activities

8.2 Marketing Preferences

- Unsubscribe from marketing emails using the link in any email
- Adjust email preferences in your account settings
- Contact us to opt out of all marketing communications

8.3 Cookie Preferences

- Manage cookies through browser settings
- Use our cookie consent tool (if available)
- Opt out of targeted advertising through industry tools

8.4 Exercising Your Rights

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To exercise any of these rights, contact us at:

- Email: privacy@edgeden.com
- Phone: [Your Phone Number]
- Address: [Your Business Address]

We will respond to requests within 30 days.

9. Data Retention

9.1 Retention Periods

We retain your information for as long as necessary to:

- Maintain your account
- Provide services you've requested
- Comply with legal obligations (tax, accounting records)
- Resolve disputes and enforce agreements

9.2 Specific Retention

- Account Data: As long as your account is active, plus 7 years for legal compliance
- Transaction Records: 7 years for accounting and tax purposes
- Marketing Data: Until you unsubscribe or request deletion
- Technical Logs: 12-24 months

9.3 Deletion

When data is no longer needed, we securely delete or anonymize it.

10. Children's Privacy

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children. If you believe we have

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collected information from a child, please contact us immediately, and we will delete it.

11. International Data Transfers

If you are accessing our services from outside Kenya, please note that your information may be transferred to, stored, and processed in Kenya or other countries where our service providers operate. We ensure appropriate safeguards are in place for international transfers.

12. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies before providing any information.

13. California Privacy Rights (CCPA)

If you are a California resident, you have additional rights:

- Right to Know: What personal information we collect and how we use it
- Right to Delete: Request deletion of your personal information
- Right to Opt-Out: Opt out of the sale of personal information (we do not sell data)
- Right to Non-Discrimination: Equal service regardless of privacy choices

To exercise these rights, contact us using the information in Section 8.4.

14. European Privacy Rights (GDPR)

If you are in the European Economic Area, you have rights under GDPR, including:

- Right to access, rectification, erasure, and portability
- Right to restrict processing and object to processing
- Right to withdraw consent

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- Right to complain to a supervisory authority

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or business operations.

We will notify you of material changes by:

- Posting the updated policy on our website
- Updating the "Last Updated" date
- Sending email notification for significant changes (if you have an account)

Your continued use of our services after changes constitutes acceptance of the updated policy.

16. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices:

EDGE DEN Auto Solutions
Privacy Officer

Email: edgedenautosolutions@gmail.com

Phone: +254740231633

Address: Nairobi, Kenya

Response Time: We aim to respond to all inquiries within 5-7 business days.

17. Consent

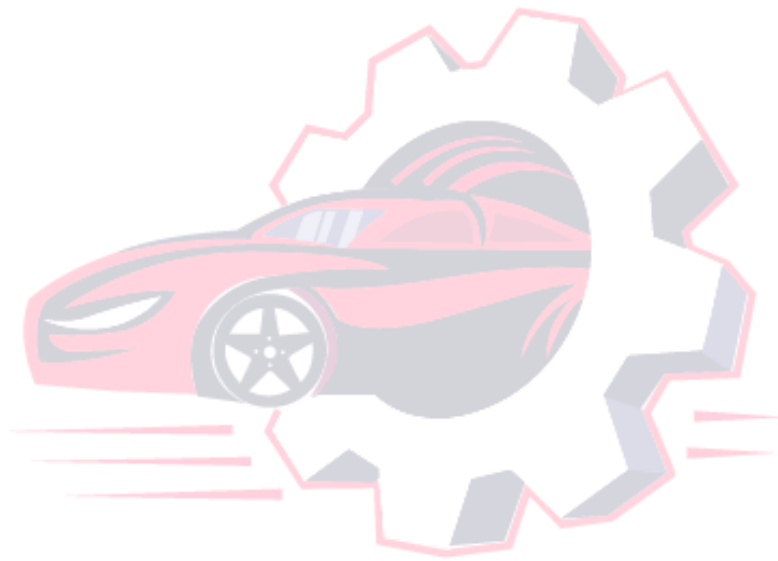
By using EDGE DEN Auto Solutions' services, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and disclosure of your information as described herein.



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