



# WishlyBox

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## Privacy Policy

Effective Date: May 29, 2026

*Wishlists, gifts & events — simplified*

Version 1.0

## **Table of Contents**

1. Introduction
2. Who Is Responsible for Your Data
3. What Data We Collect
4. How and Why We Use Your Data
5. Third-Party Service Providers
6. Who We Share Your Data With
7. Gift Reservation Privacy
8. Affiliate Links
9. How Long We Keep Your Data
10. Your Rights
11. Security
12. Children
13. International Transfers
14. Changes to This Policy
15. Contact

# 1. Introduction

It is important to WishlyBox that you feel confident about how we handle your personal data. This Privacy Policy describes how we collect and process personal data when you use our website (wishlybox.com), our web application (app.wishlybox.com), and related services (collectively, the "Services"). We process your data responsibly, with respect for your privacy, and in accordance with the General Data Protection Regulation (GDPR) and applicable data protection laws.

Your use of the Services constitutes your acknowledgement that you have read and understood this Privacy Policy.

This Privacy Policy was last updated on May 29, 2026.

## 2. Who Is Responsible for Your Data

The data controller for the processing of your personal data is WishlyBox. If you have questions about how we process your personal data, please contact us at [legal@wishlybox.com](mailto:legal@wishlybox.com).

## 3. What Data We Collect

### 3.1 Data You Provide

When you create an account and use the Services, you may provide:

- **Profile data:** name, email address, date of birth, profile photo
- **Wishlist data:** wish titles, descriptions, prices, product links, image, tags, priorities
- **Event data:** event names, dates, locations, reminders, invitations
- **Contact data:** names, categories, and notes about your contacts
- **Gift Room data:** messages, images, gift ideas, and contribution amounts shared in coordination rooms
- **Preference data:** favorite colours, flowers, scents, and forbidden gift categories (provided during onboarding)
- **Payment data:** subscription selections and billing preferences. Payment card details are processed by our payment providers (Stripe, Paddle, LemonSqueezy) and are never stored on our servers

### 3.2 Data Collected Automatically

- **Usage data:** pages visited, features used, session duration, interactions
- **Device data:** browser type, operating system, screen resolution
- **Network data:** IP address and approximate location (used for currency detection)
- **Cookie data:** see our Cookie Policy for details

## 4. How and Why We Use Your Data

We process your personal data for the following purposes:

- **To provide the Services** (GDPR Art. 6(1)(b)): operating the platform, managing your account, processing payments, enabling Gift Rooms and reservations
- **To communicate with you** (GDPR Art. 6(1)(f)): sending event reminders, notifications, and service updates
- **To improve the Services** (GDPR Art. 6(1)(f)): analysing anonymised usage patterns
- **To ensure security** (GDPR Art. 6(1)(f)): detecting and preventing fraud or abuse
- **To comply with law** (GDPR Art. 6(1)(c)): meeting legal obligations

**WishlyBox does not sell your personal data. We do not use your data for targeted advertising. We do not add products or recommendations to your wishlists.**

## 5. Third-Party Service Providers

We use the following service providers to operate the Services. Each processes data under a data processing agreement and in accordance with their own privacy policy:

Provider	Purpose	Data Region
Supabase	Database, authentication, file storage	UK
Vercel	Hosting, CDN	Global
Stripe / Paddle / LemonSqueezy	Payment processing	EU/US
Resend	Email delivery	US
OneSignal	Push notifications	US
Sentry	Error monitoring	EU
PostHog	Product analytics, session replay	EU
Google Analytics	Web traffic analytics	US
Cloudflare	DNS, security, CDN	Global

## 6. Who We Share Your Data With

We share your personal data only in these limited circumstances:

- **With other users:** according to your privacy settings (public wishlists, friend connections, Gift Room members)
- **With service providers:** listed in Section 5, solely to operate the Services
- **For legal reasons:** when required by law, court order, or regulatory authority
- **In a business transfer:** in connection with a merger or acquisition, where the new owner must honour this Policy

We never sell, rent, or trade your personal data to third parties for marketing.

## 7. Gift Reservation Privacy

When someone reserves a gift from your wishlist, we deliberately hide all reservation details from you. You will not see which items are reserved, who reserved them, how many are reserved, or any progress indicators. This is by design to preserve the surprise of gift-giving.

## 8. Affiliate Links

Product links in wishlists may contain affiliate tracking tags. If a purchase is made through such a link, we may receive a small commission from the retailer. This does not affect the price for the buyer. We only apply affiliate tags to links you add yourself. We never add products to your wishlists. See our Advertising Disclosure for more details.

## 9. How Long We Keep Your Data

We keep your personal data for as long as you have an active account. If you delete your account, your data will be deleted within 14 days, unless we have a legal obligation to retain it.

If your account has been inactive for 2 years (no wishes created, no reservations, no logins), we may delete or anonymise your data after notifying you by email.

Anonymised, aggregated data that cannot identify you may be retained for analytical purposes.

## 10. Your Rights

Under the GDPR, you have the following rights:

- **Access:** request a copy of your personal data
- **Rectification:** correct inaccurate data
- **Erasure:** request deletion of your data
- **Restriction:** restrict how we process your data
- **Data portability:** receive your data in a structured format
- **Object:** object to processing based on legitimate interests
- **Withdraw consent:** withdraw consent at any time via your profile settings
- **Complaint:** lodge a complaint with your local data protection authority

To exercise your rights, contact us at [legal@wishlybox.com](mailto:legal@wishlybox.com). We will respond within 30 days.

## 11. Security

We implement appropriate technical and organisational measures to protect your data, including encryption in transit (TLS/SSL), Row Level Security on all database tables, secure authentication, and regular security assessments. However, no method of transmission is 100% secure.

## 12. Children

The Services are not intended for children under 13 (or 16 in the EEA) without parental consent. We do not knowingly collect data from children. If you believe a child has provided data without parental consent, contact us at [legal@wishlybox.com](mailto:legal@wishlybox.com) and we will delete it.

## 13. International Transfers

Your data may be transferred outside the EEA. Our primary infrastructure is in the UK. For transfers outside the EEA, we use Standard Contractual Clauses or other appropriate safeguards under GDPR Chapter V.

## 14. Changes to This Policy

We may update this Policy. Non-material changes take effect when posted. Material changes will be communicated by email or in-app notification at least 14 days before taking effect. Continued use after changes constitutes acceptance.

## 15. Contact

**Privacy inquiries:** [legal@wishlybox.com](mailto:legal@wishlybox.com)

**General support:** [support@wishlybox.com](mailto:support@wishlybox.com)

**Website:** <https://wishlybox.com>

This is version 1.0 of WishlyBox's Privacy Policy, dated May 29, 2026.