

Privacy Policy and Personal Data Processing

Last updated: July 1, 2026

This Privacy Policy (hereinafter referred to as the "Policy") explains how the **Lipshe** ecosystem of services (hereinafter referred to as "We", "Company", "Lipshe") collects, uses, transfers, and protects the personal data of its users and clients (hereinafter referred to as "You", "User").

This Policy applies to all our web resources, platforms, and services, including but not limited to the following domains and all their subdomains:

- **lipshe.digital** (including business.lipshe.digital, workspace.lipshe.digital, etc.)
- **lipshe.cloud**
- **lipshe.studio** (including marketing.lipshe.studio, etc.)

By using our websites and services, you agree to the terms of this Policy. If you do not agree with these terms, please stop using our services immediately.

1. What Data We Collect

We collect information that helps us provide, improve, and protect our services. This information is divided into the following categories:

1.1. Data You Provide to Us Voluntarily

- **Contact Information:** First name, last name, email address, phone number, company name (provided during registration, filling out feedback forms, or subscribing to newsletters).
- **Account Data:** Logins, encrypted passwords, profile settings in our unified dashboards (e.g., business.lipshe.digital).
- **Billing Information:** Company details, billing address, transaction history. *Please note: We do not store full credit card numbers; they are securely processed by payment gateways.*
- **Communication:** History of your support requests, tickets, and correspondence with our managers.

1.2. Data Collected Automatically

- **Technical Data:** IP address, browser type, operating system, time zone settings, device type.
- **Usage Data:** Information about how you interact with our websites and services (pages you visit, time spent on the site, clicks, navigation between the domains of our ecosystem).
- **Cookies and Tracking Technologies:** Used to maintain authorization sessions and collect analytics (detailed in Section 6).

2. Purpose of Data Collection and Processing

We use the collected data solely for legitimate business purposes, namely:

1. **Provision of Services:** Creating and maintaining your account, providing access to the CRM, hosting (lipshe.cloud), and marketing tools.
2. **Payment Processing:** Issuing invoices and controlling tariff payments.
3. **Service Improvement:** Analyzing user behavior to improve the interface (UI/UX) and develop new features.
4. **Communication:** Sending system notifications (e.g., hosting expiration, invoice status updates), and responding to support requests.
5. **Marketing:** Sending information about new services, promotions, or updates to our ecosystem (You can always opt-out of these communications).
6. **Security and Protection:** Monitoring suspicious activity, preventing fraud, and protecting our infrastructure from cyberattacks.

3. Lipshe's Role as a Data Processor

Since Lipshe provides hosting services (lipshe.cloud) and a CRM system, you may upload, store, or process *your* clients' personal data on our servers.

In this context, **You act as the Data Controller**, and **Lipshe acts as the Data Processor**. We do not have direct access to your clients' data, do not use it for our own purposes, and commit to ensuring its secure storage on our servers in accordance with high-security standards. The responsibility for the legality of collecting this data lies entirely with you.

4. Transfer of Data to Third Parties

We do not sell or rent your personal data. The transfer of data to third parties is only possible in the following cases:

- **Service Providers (Contractors):** We may engage trusted third-party services to process payments, send email notifications, or conduct analytics (e.g., Google Analytics). These services only have access to the data necessary to perform their functions.
- **Legal Requirements:** We may disclose your information in response to a lawful request by public authorities or law enforcement if required by applicable law.
- **Business Transfers:** In the event of a merger, acquisition, or sale of our company's assets, user data may be transferred to the new owners.

5. Data Protection and Storage

We implement modern organizational and technical security measures to protect your data from unauthorized access, loss, alteration, or destruction:

- Use of SSL encryption for data transmission.
- Regular backups on lipshe.cloud services.
- Password hashing.
- Strictly limited employee access to confidential information.

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Policy, or for as long as your account remains active.

6. Cookies

Our ecosystem uses cookies for:

- **Authorization:** Saving your session (Single Sign-On / SSO) so you do not have to enter your password every time you navigate between business.lipshe.digital and lipshe.cloud.
- **Analytics:** Understanding how visitors interact with our websites.
- **Marketing:** Evaluating the effectiveness of our advertising campaigns.

You can configure your browser to refuse all or some cookies; however, doing so may disrupt the proper functioning of the unified authorization dashboard.

7. Your Rights

You have full control over your data. You have the right to:

- **Access** the personal data we hold about you.
- **Request correction** of inaccurate or incomplete data through your profile settings in business.lipshe.digital.
- **Request deletion** of your data (the "right to be forgotten") if it is no longer needed for the purposes for which it was collected, except where we are required to retain it by law.
- **Opt-out of marketing communications** at any time by clicking the "Unsubscribe" button in our emails.

To exercise your rights, please send a request to our support email address.

8. Changes to the Privacy Policy

We reserve the right to periodically update this Policy. Any changes take effect the moment they are published on this page. The date of the latest update is always indicated at the top of the document. We recommend checking this page regularly.

9. Contact Information

If you have any questions, suggestions, or complaints regarding this Privacy Policy or the processing of your data, please contact us:

- **Email:** support@lipshe.digital
- **Support Service:** Via the ticketing system in your business.lipshe.digital dashboard

We care about your business and the security of your data!