

Privacy Policy

Last Updated: November 04, 2025

Welcome to any.market! This Privacy Policy explains how any.market, Corp. ("we," "us," or "our") collects, uses, protects, and shares information when you use our website, platform, and related services (collectively, the "Services").

By using any.market, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Information We Collect

Account Information

When you create an account or use the Services, we may collect:

- Name and contact information (email address, phone number)
- Business information (business name, address, type of business)
- Google account information (when you authenticate via OAuth)
- Payment information (processed by third-party payment processors)

Google Business Profile Data

When you authorize any.market to access your Google Business Profile via OAuth authentication, we collect:

Raw GBP Data (Temporary Access):

- Business name, address, phone number, website URL
- Business hours and special hours
- Business descriptions, categories, and attributes
- Menu data (sections, items, descriptions, prices)
- Customer reviews and ratings
- Business photos, videos, and media
- Verification status

Important Distinction: This raw GBP data is used **only during the initial store creation process** and is **not permanently stored**. We cache this data temporarily (deleted within 30 days per Google

Business Profile API policies) solely to generate your store.

AI-Transformed Store Content (Your Permanent Content)

Our AI processes your raw GBP data to create **enhanced store content** that becomes YOUR store content, including:

- Optimized product catalogs with structured item cards
- Professional business information displays
- SEO-enhanced descriptions and metadata
- Organized menu layouts and sections
- Curated image galleries

Critical Understanding: Once created, this AI-transformed content is:

- **Your property** - You own and control it independently of your Google Business Profile
- **Permanent store content** - Retained as part of your active store for its lifetime
- **Independent** - Continues to function even if you disconnect your Google Business Profile
- **Editable** - Can be modified through your dashboard at any time

This transformed content is treated as **your original store content**, not as Google Business Profile data.

Usage Information

We automatically collect:

- Device information (IP address, browser type, operating system)
- Log data (pages viewed, time spent, clicks, navigation patterns)
- Cookies and similar tracking technologies

Customer Data

If you operate a store, we may process:

- Customer orders and transaction information
- Customer communications with your store
- Shopping cart and browsing behavior on your store

2. How We Use Information

We use your information to:

- **Provide Services:** Create, maintain, and improve your any.market online store
- **AI Store Creation:** Transform your Google Business Profile data into optimized store content
- **Store Operations:** Display your business information, process transactions, manage inventory
- **Initial Profile Update:** Add your store link to your Google Business Profile at creation (only with explicit consent)
- **Communications:** Send order confirmations, service notifications, and support responses
- **Improvement:** Analyze usage patterns to enhance user experience and develop new features
- **Security:** Detect fraud, prevent abuse, and protect user accounts
- **Legal Compliance:** Meet legal obligations and enforce our Terms of Service

Google API Services Compliance

any.market's use of information received from Google APIs will adhere to the Google API Services User Data Policy, including the Limited Use requirements.

We access Google Business Profile data through official Google APIs with your explicit OAuth consent. This data is used **exclusively** to:

1. Generate your initial store content through AI transformation
2. Display current business information in your dashboard
3. Add your store link to your Google Business Profile at creation (with prior consent)
4. Create AI-enhanced recommendations

We **do not** use Google API data for any other purposes.

3. Data Transformation and Ownership Model

The Transformation Process

Step 1: Temporary Data Access

- You authorize any.market via Google OAuth
- We access your raw GBP data through Google APIs
- Raw data is cached temporarily in memory for processing

Step 2: AI Transformation

- Our AI analyzes and transforms raw GBP data
- Creates optimized product catalogs, descriptions, and layouts
- Generates structured, SEO-enhanced content

- Enriches business information displays

Step 3: Store Content Creation

- Transformed content becomes **your store content**
- Stored permanently as part of your active store
- Owned and controlled by you independently

Step 4: Raw Data Deletion

- Cached raw GBP data is deleted within 30 days
- Only your transformed store content remains
- Your store operates independently of GBP data access

What This Means for You

■ **Your Store Content:** The AI-transformed content is yours. It's treated as original content you created for your store.

■ **Persistent:** Your store content remains active for as long as your store exists, regardless of your Google Business Profile connection status.

■ **Editable:** You can modify, update, or delete any transformed content through your dashboard.

■ **Independent:** Disconnecting your Google Business Profile does not affect your existing store content.

■ **Raw GBP Data:** We do NOT maintain permanent copies of raw Google Business Profile API data beyond the 30-day cache period.

4. Data Retention and Deletion

Active Store Content

- **AI-transformed store content:** Retained for as long as your store is active
- **User-generated content:** Retained for as long as your store exists
- **Transaction records:** Retained per legal requirements (typically 7 years for tax purposes)

Raw Google Business Profile Data

- **Cached GBP data:** Automatically deleted within 30 days per Google Business Profile API policies
- **No permanent storage:** Raw API data is never stored beyond the transformation process

After Account Deletion

When you delete your account:

- Your store is deactivated immediately
- Upon request within 30 days, we provide a copy of your store data
- User account information is deleted within 90 days except as required by law
- **AI-transformed store content may be retained** in our platform's historical data for:
 - Operational purposes (system functionality, backups)
 - Legal compliance (tax records, dispute resolution)
 - Aggregate analytics (anonymized)

Google Business Profile Disconnection

If you disconnect your Google Business Profile:

- OAuth access is immediately revoked
- Your existing AI-transformed store content **remains active**
- Raw GBP data cache is immediately cleared
- You can continue managing your store manually

Manual Deletion Requests

You can request immediate data deletion by contacting info@any.market. We will:

- Process deletion requests within 30 days
- Retain only data required by law or legitimate business interests
- Provide confirmation of deletion

5. How We Share Information

We **do not sell** your information to third parties for their marketing purposes.

We may share information with:

Service Providers

We share data with trusted third-party service providers who assist in:

- Payment processing (e.g., Stripe, PayPal)
- Cloud infrastructure (e.g., Google Cloud Platform, AWS)

- Email delivery and communications
- Analytics and monitoring tools

These providers are contractually bound to protect your data and use it only for specified purposes.

Business Transfers

In the event of a merger, acquisition, or sale of assets, user information may be transferred. We will notify you of any such change and how it affects your data.

Legal Requirements

We may disclose information when required by law, such as:

- Responding to subpoenas, court orders, or legal processes
- Protecting our rights, property, or safety
- Investigating fraud or security issues
- Enforcing our Terms of Service

With Your Consent

We may share information with third parties when you explicitly consent or direct us to do so.

Third-Party Business Profile Access

If you create stores for other businesses:

- Business owners authorize access through explicit OAuth consent
- The OAuth flow clearly shows what data will be accessed
- Business owners must approve access before any profile data is retrieved

6. Security Measures

We implement comprehensive security measures to protect your data:

Technical Security

- **Encryption in transit:** All data transmissions use TLS/SSL protocols (HTTPS)
- **Secure authentication:** OAuth 2.0 for Google Business Profile access

Organizational Security

- **Limited access:** Employee access restricted on need-to-know basis
- **Regular assessments:** Periodic security audits and vulnerability testing
- **Incident response:** Continuous monitoring and response procedures

Google API Security

- Secure OAuth 2.0 authentication flow
- Token encryption and secure storage
- Automatic token refresh and expiration
- Immediate revocation upon user request

Important: While we implement robust security measures, no system is completely secure. We cannot guarantee absolute security of your information.

7. Your Rights and Choices

Access and Portability

You have the right to:

- Access your personal information
- Request a copy of your data in a portable format
- Review what information we have collected about you

Correction and Updates

You can:

- Update your account information through your dashboard
- Correct inaccurate business information
- Modify your store content at any time

Deletion

You can:

- Delete your account at any time by contacting us at info@any.market
- Request deletion of specific information
- Revoke any.market's access to your Google Business Profile

Google Business Profile Access

You can:

- Revoke any.market's access to your Google Business Profile at any time via: **myaccount.google.com/permissions**
- Disconnect integration without deleting your store
- Your transformed store content remains functional after disconnection

Communication Preferences

You can:

- Opt out of marketing emails (transactional emails cannot be disabled)
- Manage notification preferences in your account settings
- Unsubscribe via links in emails

Cookie Management

You can:

- Control cookies through your browser settings
- Opt out of certain tracking technologies
- Note: Disabling cookies may limit functionality

8. Prohibited Uses of Your Data

We commit that we will **NEVER**:

- Sell your data to data brokers, advertising platforms, or information resellers
- Use your data for personalized advertising, retargeting, or interest-based advertising
- Use your data for credit-worthiness determinations or lending decisions
- Transfer or use your data for surveillance purposes
- Train generalized AI or machine learning models using your Google data without explicit consent
- Allow unauthorized humans to read your data without your explicit consent
- Share your Google Business Profile data with third parties for their marketing
- Use customer review data for anything beyond displaying to you

9. Third-Party Management Compliance

any.market's approach to Google Business Profile management:

Our Limited Profile Interaction

- We add your store link to your Google Business Profile **only at initial store creation** (with your explicit OAuth consent)
- **No ongoing profile management:** We do not make subsequent changes to your Google Business Profile after creation
- The OAuth consent flow clearly shows what access you're granting

If Creating Stores for Other Businesses

If you use any.market to create stores for other businesses, we comply with Google Business Profile third-party policies:

Authorization via OAuth:

- Business owners must authorize access through Google's OAuth consent flow
- The consent screen clearly shows what data will be accessed
- Business owners explicitly approve access before any profile data is retrieved
- Authorization is revocable at any time through Google Account settings

Client Control:

- Business owners can disconnect OAuth access at any time via myaccount.google.com/permissions
- Immediate revocation of access upon disconnection
- No obstacles or delays in disconnection process

Your Responsibilities:

- You represent and warrant that you have proper authorization from business owners before initiating OAuth
- Business owners must understand what they're authorizing through the OAuth flow
- You must only access Business Profiles where the owner has explicitly granted OAuth consent

10. Customer Review Data

We access **customer reviews and ratings** about your business through the Google Business Profile API.

Why We Access Customer Reviews

- To display customer feedback in your store and dashboard
- To enable you to view what customers are saying about your business

How We Use Customer Reviews

- **Display only:** Reviews are shown to you (the business owner) in your store
- **No other use:** Customer review data is not used for advertising, training AI models, or any other purpose
- **No third-party sharing:** Customer reviews are never shared with third parties for marketing

Customer Privacy

- Customers who write reviews did not directly authorize any.market
- We access customer reviews only as permitted by Google APIs under Limited Use requirements
- Customer review data is handled with the same security standards as your business data

11. Children's Privacy

any.market is not intended for use by individuals under 18 years of age. We do not knowingly collect personal information from children under 18.

If we become aware that we have collected information from a child under 18, we will:

- Delete the information immediately
- Terminate the associated account
- Notify the parent or guardian if possible

If you believe we have collected information from a child under 18, please contact us immediately at info@any.market.

12. International Data Transfers

any.market operates globally. Your information may be transferred to and processed in:

- United States (primary operations)
- European Union (cloud infrastructure)
- Other countries where our service providers operate

We ensure appropriate safeguards through:

- Standard contractual clauses
- Privacy Shield frameworks (where applicable)
- Other legal mechanisms for international transfers

By using the Services, you consent to the transfer of your information to countries outside your residence.

13. California Privacy Rights (CCPA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act:

Rights

- **Know:** Request information about data collected, used, and shared
- **Delete:** Request deletion of your personal information
- **Opt-out:** Opt out of sale of personal information (Note: we do not sell personal information)
- **Non-discrimination:** Not be discriminated against for exercising your rights

How to Exercise Rights

Email us at info@any.market with:

- Your name and email address associated with your account
- Specific request (access, deletion, opt-out)
- Verification information (we may ask for additional verification)

We will respond within 45 days of receiving your request.

Do Not Sell My Personal Information

We do not sell personal information to third parties. We do not have any financial incentive programs that involve selling personal information.

14. European Privacy Rights (GDPR)

If you are in the European Economic Area (EEA), you have rights under the General Data Protection Regulation:

Legal Basis for Processing

We process your data based on:

- **Consent:** OAuth authorization for Google Business Profile access
- **Contract:** Providing the Services you requested
- **Legitimate interests:** Improving our Services, preventing fraud
- **Legal obligations:** Complying with applicable laws

Your Rights

- **Access:** Obtain copies of your personal data
- **Rectification:** Correct inaccurate data
- **Erasure:** Request deletion ("right to be forgotten")
- **Restriction:** Limit how we use your data
- **Portability:** Receive your data in a machine-readable format
- **Objection:** Object to processing based on legitimate interests
- **Withdraw consent:** Revoke consent at any time

Data Protection Officer

For GDPR-related inquiries, contact: info@any.market

Supervisory Authority

You have the right to lodge a complaint with your local data protection authority if you believe we have violated GDPR.

15. Cookies and Tracking Technologies

What We Use

- **Essential cookies:** Required for site functionality (login, session management)
- **Analytics cookies:** Understand how users interact with our Services (Google Analytics)
- **Functional cookies:** Remember preferences and settings
- **Advertising cookies:** Currently not used (we do not serve ads)

Your Choices

- Most browsers allow you to control cookies through settings
- You can delete cookies and block future cookies
- Disabling cookies may limit functionality of the Services

Do Not Track

We currently do not respond to "Do Not Track" browser signals, but we do not track users across third-party websites.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be effective when posted with a new "Last Updated" date.

Notification of Changes

For material changes, we will:

- Email registered users at least 30 days before changes take effect
- Display a prominent notice on our website
- Require acceptance of new terms for continued use (where appropriate)

Your continued use of the Services after changes are posted constitutes acceptance of the updated Privacy Policy.

17. Contact Us

For privacy-related questions, requests, or concerns, please contact us:

any.market, Corp.

c/o Corporation Service Company (Registered Agent)

251 Little Falls Drive

Wilmington, New Castle County

Delaware 19808, United States

Email: info@any.market

Data Protection Inquiries: For GDPR or CCPA requests, please include "Privacy Request" in the subject line.

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Registered Office: 251 Little Falls Drive, Wilmington, DE 19808

By using any.market, you acknowledge that you have read, understood, and agree to this Privacy Policy.