

LiveFrame Privacy Policy

Effective Date: July 22, 2025

Big Fish Tech LLC d/b/a **LiveFrame** (“LiveFrame,” “we,” “us,” or “our”) respects your privacy. This simple, get-started policy explains what we collect, how we use it, and the choices you have. We are currently focused on customers in the United States.

If you have questions or requests, contact us at dkane@theliveframe.com or by mail at: 1847 Dusty Miller Dr, Delray Beach, FL 33487, USA.

1. Information We Collect

We collect information you provide directly and information collected automatically when you use our site, apps, or services.

Information you provide (typically at checkout or account creation):

- Name
- Shipping and billing address
- Email address (and optional phone number)
- Password or sign-in credentials (managed via Firebase Authentication)
- Payment information (processed by Stripe – we do not store full card numbers)

Information collected automatically:

- Log data (IP address, browser type, pages viewed, timestamps)
 - Cookies or similar technologies for basic site functionality and analytics (see Section 6)
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2. How We Use Your Information

We use personal information to:

- Process and fulfill orders, provide customer support, and manage your account
 - Operate, maintain, and improve our products and services (including Firebase-related services we use)
 - Send transactional emails (order confirmations, shipping updates, account notices)
 - Send optional marketing emails if you opt in (you can unsubscribe at any time)
 - Comply with legal obligations and protect our rights
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3. Payment Processing

Payments are handled by **Stripe**. Stripe receives the payment information you enter and processes it on our behalf. We only receive limited information (e.g., last 4 digits of the card, status of payment) needed for records and support.

4. Accounts & Authentication

We use **Firebase Authentication** (and the broader Firebase ecosystem) to manage user accounts, authentication, and related app services. Your login credentials and certain usage data are handled through Firebase per their security standards.

5. Sharing & Disclosure

We do **not sell or share** your personal information with third parties for their own marketing. We only disclose information to:

- Service providers/contractors who help us run the business (e.g., hosting, analytics, shipping, email delivery, payment processing). They are allowed to use the data only to perform services for us.
 - Authorities or others if required by law, to protect our rights, or in connection with a business transfer (e.g., merger or acquisition).
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6. Cookies & Tracking Technologies

We use cookies and similar technologies to keep you signed in, remember preferences, and understand basic usage of our site. We are currently **not** displaying a cookie banner; by using the site, you consent to our limited use of cookies. You can usually control cookies via your browser settings.

We do not currently respond to “Do Not Track” browser signals.

7. Your Choices & Rights

- **Access/Update/Delete:** You can request access to, correction of, or deletion of your personal information by contacting us.
- **Marketing emails:** You can unsubscribe using the link in any marketing email. Transactional or service emails may still be sent.

(If you reside in a state with specific privacy rights, we will honor any applicable requests. Reach out and we will help.)

8. Data Retention

We keep personal information only as long as needed for the purposes described above (for example, to fulfill orders, comply with tax/legal obligations, or resolve disputes). When no longer needed, we will delete or de-identify the data.

9. Security

We use reasonable administrative, technical, and physical safeguards to protect personal information. No method of transmission or storage is 100% secure, so we cannot guarantee absolute security.

10. Children's Privacy

Our services are not directed to children under 13, and we do not knowingly collect personal information from them. If we learn that we have, we will delete it promptly.

11. U.S. Only (for Now)

We currently target U.S. users. If you access our services from outside the U.S., you understand your information may be processed in the United States.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will post the revised version here and update the “Effective Date” above. Your continued use after changes means you accept the revised policy.

13. Contact Us

Questions or requests? Email us at dkane@theliveframe.com or write to:

LiveFrame (Big Fish Tech LLC)

1847 Dusty Miller Dr

Delray Beach, FL 33487

USA

Governing Law: This Privacy Policy and any disputes related to it are governed by the laws of the State of Florida, without regard to its conflict of law principles.