

Privacy Policy

Last updated: August 4, 2025

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use 1mercado and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

Who are we?

1mercado is a software application currently operated by, Patrick Rosenthal, an independent developer, located in Missouri, United States.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access our Service or parts of our Service.
- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a software application to help the software application perform its operational functions.
- **Country** refers to: United States
- **Device** means any device that can access the Service such as, but not limited to, a computer or mobile device
- **1mercado** is a software application operated by Patrick Rosenthal (referred to as either "We", "Us" or "Our" in this Agreement).

- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the 1mercado software application available for multiple platforms such as, but not limited to, web and mobile devices.
- **Service Provider** means any natural or legal person who processes the data on behalf of 1mercado. It refers to third-party companies or individuals employed by 1mercado to facilitate the Service, to provide the Service on behalf of 1mercado, to perform services related to the Service or to assist 1mercado in analyzing how the Service is used.
- **Third-party Social Media Service** refers to any website, web service, or any social network service through which a User can log in or create an account to use the Service.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Website** refers to 1mercado, accessible from <https://1mercado.com>
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to perform actions within the application, contact, or identify You. Personally identifiable information may include, but is not limited to:

- Email address
- Birth Date
- First name and last name
- Age
- Gender
- Photos
- Biography
- Dating Partner preferences
- Usage Data

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as, but not limited to, Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

Geolocation Services

We may collect geolocation data from your device. This data will be used to improve the user experience and to target advertisements to you.

Information from Third-Party Social Media Services

If You decide to register through or otherwise grant us access to a Third-Party Social Media Service, We may collect Personal data that is already associated with Your Third-Party Social Media Service's account, such as, but not limited to, Your name, Your email address, Your activities or Your contact list associated with that account.

You may also have the option of sharing additional information with 1mercado through Your Third-Party Social Media Service's account. If You choose to provide such information and Personal Data, during registration or otherwise, You are giving 1mercado permission to use, share, and store it in a manner consistent with this Privacy Policy.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. We use tracking technologies such as, but not limited to, beacons, tags, and scripts to collect, track, and improve Our Service.. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Flash Cookies.** Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about Your preferences or Your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies.
- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit 1mercado, for example, to count users who have visited those pages or opened an email and for other related statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be either "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your software application or browser.

We use both Session and Persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through 1mercado and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

- **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on 1mercado.

- **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use 1mercado, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use 1mercado.

For more information about the cookies we use and your choices regarding cookies, please visit our Cookies Policy or the Cookies section of our Privacy Policy.

Use of Your Personal Data

1mercado may use Personal Data for the following purposes:

- **To provide and maintain our Service**, including to monitor the usage of our Service.
- **To manage Your Account**: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- **For the performance of a contract**: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- **To contact You**: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests**: To attend and manage Your requests to Us.
- **For business transfers**: We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.

- **For advertising:** We may use Your information to promote advertisements to you within the application.
- **For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations (unless you explicitly request us not to):

- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You.
- **For business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of assets, financing, or acquisition of all or a portion of Our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.
- **For advertising:** We may share Your information with a third party to help target specific advertisements to you.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, Your contacts on the Third-Party Social Media Service may see Your name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.

Retention of Your Personal Data

1mercado will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

1mercado will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the

security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the 1mercado's operating locations and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

1mercado will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information, such as by entering into data transfer agreements with our third-party service providers in such jurisdictions.

Disclosure of Your Personal Data

Business Transactions

If 1mercado is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, 1mercado may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

1mercado may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of 1mercado

- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While 1mercado strives to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Access and Correction

You have the right to access and correct your Personal Information that we hold. You can request access to your information by contacting us at admin@1mercado.com. We will respond to your request within a reasonable timeframe. You may be asked to provide proof of identification and we may consult a third party, including, but not limited to law enforcement, to validate that you are who you say you are. You will also be responsible for any fees incurred to perform this action.

Children's Privacy

Our Service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under the age of 18. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 18 without verification of parental consent, We take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

GDPR Compliance

The GDPR holds us responsible to use your Personal Data to provide a user from the European Economic Area EEA a greater control and access to their information. We are also required by GDPR to use your Personal Data for the lawful purposes only. If you are an EEA User, we represent that we will only use your Personal Data for purposes recognized by the GDPR.

You have certain rights under the GDPR if you are resident or citizen of the European Economic Area member country which are explained as under:

- a. You can access your Personal Data;
- b. You access to your Personal Data for any rectification;
- c. You can request to delete your Personal Data permanently from our system;
- d. You can transfer your Personal Data from 1mercado to another entity of your choice;
- e. You can request us to provide you with details how we are using your Personal Data;
- f. You can request us to stop using your Personal Data; and
- g. You can withdraw your consent and permission that you have given to use your Personal Data at the time of creating your account or during the course of your use of the Services. Such withdrawal shall not have retrospective effects.

All requests under GDPR must be sent to admin@1mercado.com.

California Residents' Rights:

Right to Know. California residents have the right to request what personal information we collect, use, disclose, and sell about them. This includes the categories of personal information, the specific pieces of information, the categories of sources from which we collected the information, the purposes for collecting, using, and disclosing the information, and the categories of third parties with whom we share the information.

Right to Delete or withdraw consent given hereunder. California residents have the right to request us to delete their personal information or withdraw their consent given hereunder at any time by sending us a request by writing to us. We are not required to delete personal information if it is necessary to:

- a. Complete the transaction for which the personal information was collected, provide a good or service requested by the User, or fulfill a contract with the User.
- b. Detect, prevent, or address security incidents, fraudulent activity, or unauthorized access.
- c. Debug to identify and repair errors that impair the functionality of our Services.
- d. Comply with a legal obligation.

Right to Opt-Out. California residents have the right to opt-out of the sale of their personal information. We do not currently sell personal information, but if we do so in the future, we will provide a mechanism for California residents to opt-out.

Right to Non-Discrimination: California residents have the right to not be discriminated against for exercising their CCPA rights.

How to Exercise Rights. California residents can exercise their CCPA rights by submitting a verifiable consumer request to us. You can submit a request by:

- a. Sending us an email at: admin@1mercado.com
- b. We will verify your identity before processing your request.

Additional Information for California Residents.

- a. We comply with the California Shine the Light law, which allows California residents to request certain information about the disclosure of their personal information to third parties for marketing purposes. You can submit a Shine the Light request by emailing us at admin@1mercado.com.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, or request that you are entitled to make under any applicable laws, you can contact us:

- By email: admin@1mercado.com