

# PRIVACY POLICY

**Effective date:** August 17, 2025

Print Pop Live (“Print Pop Live,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we collect, use, and share information when you visit our website, book our mobile printing and photobooth services, interact with us at events, or otherwise communicate with us.

By using our website or services, you agree to the practices described here.

## 1. WHO WE ARE & HOW TO CONTACT US

Print Pop Live is a mobile live printing, photobooth, and screenprinting business based in Long Island City, New York.

If you have questions about this Privacy Policy or your information, you can contact us at:

- Email: [hello@printpoplive.com](mailto:hello@printpoplive.com)
- Phone: 516-846-8906

## 2. INFORMATION WE COLLECT

We collect information in three main ways: (1) you give it to us, (2) it’s collected automatically, and (3) it comes from third parties.

### 2.1 Information you provide directly

When you interact with us, you may provide:

- **Contact details** – name, email, phone number, school/organization, role/title.
- **Booking & event details** – event date, time, location, expected attendance, special requests.
- **Payment information** – card or bank details entered via our payment processor (we do **not** store full card numbers on our servers).
- **Photos, videos, and content** – images captured at our photobooth, live printing events, and any photos you upload to be printed.

- **Communications** – messages you send us by email, forms, social media DMs, or text.

## 2.2 Information collected automatically

When you visit our website, we and our service providers may automatically collect:

- IP address and general location (e.g., city/region)
- Device type, browser type, operating system
- Pages you visit, links you click, and time spent on the site
- Referring pages (where you came from)

This may be collected using cookies, pixels, and similar technologies.

## 2.3 Information from third parties

We may receive information about you from:

- **Payment processors** (for payment status and fraud prevention)
- **Email and CRM tools** (to keep track of communication and bookings)
- **Social media platforms** (if you interact with our accounts or use social logins)
- **Event organizers / schools / partners** who invite us to their events and provide contact information for coordination

## 3. HOW WE USE YOUR INFORMATION

We use your information to:

- **Provide and manage our services**
  - Process bookings, confirm events, and manage event logistics
  - Produce and deliver on-site prints and digital photos

- **Communicate with you**
  - Respond to questions and requests
  - Send confirmations, reminders, updates, and customer support messages
- **Marketing & relationship building**
  - Send newsletters or promotional emails (you can opt out at any time)
  - Share highlights from events (photos/videos) on our website or social media, where permitted
- **Improve our business**
  - Analyze website traffic and event performance
  - Develop new services and offerings
- **Legal, security and compliance**
  - Prevent fraud or misuse
  - Comply with legal obligations, court orders, or lawful requests

If you live in the EEA/UK or similar regions, we generally rely on one of these legal bases: performance of a contract (providing services you request), legitimate interests (business operations, event documentation), compliance with legal obligations, and consent (especially for marketing and certain photo uses).

#### 4. PHOTOS, VIDEOS & EVENT MEDIA

Because we run a photobooth and live printing business, **images are central to what we do.**

##### 4.1 Photos taken at events

When you step into our photobooth or interact with our live printing setup:

- We capture photos and/or short videos as part of the service.

- Guests may receive physical prints, digital copies, or both.
- Event organizers may receive a gallery of photos for their own use, depending on the agreement with them.

#### 4.2 Use of photos for marketing

With appropriate permission (from you, the event organizer, or as allowed by school/organization policies), we may use selected photos or videos:

- On our website and portfolio
- On social media (e.g., Instagram, TikTok, Facebook)
- In marketing materials, pitch decks, and presentations

If at any point you see an image of yourself that you'd like us to remove from our online channels, you can contact us at [hello@printpoplive.com](mailto:hello@printpoplive.com) and we will make reasonable efforts to remove it.

#### 4.3 Working with schools and minors

We frequently work with schools and events where **minors** are present. In those cases:

- We rely on the **school, parent-teacher organization, or event organizer** to ensure that appropriate permissions and media releases are in place.
- We will honor any media restrictions communicated to us (e.g., students who cannot be photographed).

If you are a parent/guardian and believe your child's image is being used without appropriate permission, please contact us at [hello@printpoplive.com](mailto:hello@printpoplive.com) with details, and we will review and address it.

### 5. COOKIES & TRACKING TECHNOLOGIES

We may use cookies, pixels, and similar tools to:

- Keep our site functioning properly

- Remember certain preferences
- Understand how visitors use the site
- Improve performance and marketing

You can usually adjust your browser settings to block or delete cookies, but this may affect how some features of the site work.

## 6. HOW WE SHARE YOUR INFORMATION

We do **not** sell your personal information. We may share it with:

- **Service providers / vendors** – payment processors, email and SMS tools, CRM systems, cloud hosting, analytics, print labs, drivers, etc.
- **Event organizers** – limited information needed to coordinate the event and deliver photos or reports.
- **Business partners** – if we jointly provide services or co-host an event.
- **Legal and safety reasons** – if required by law, court order, or to protect rights, safety, or property of us, our clients, or others.
- **Business transfers** – if we sell or merge our business, your information may be part of the transferred assets.

We require our vendors and partners to handle your data responsibly and only for the purposes we specify.

## 7. DATA RETENTION

We keep your information for as long as necessary to:

- Provide services and maintain business records
- Comply with legal and tax obligations
- Resolve disputes and enforce our agreements

Photos and event media may be stored for a period of time to allow event organizers and guests to access them and for portfolio/marketing use (where permitted). You can request removal of specific images as described above.

## 8. SECURITY

We use reasonable physical, technical, and organizational measures to help protect your information. No system is 100% secure, but we work to safeguard your data and limit access to authorized personnel and vendors only.

## 9. YOUR RIGHTS & CHOICES

Depending on where you live, you may have certain rights over your personal information, such as:

- Accessing a copy of your information
- Correcting inaccurate or incomplete information
- Requesting deletion of your information (subject to legal or contractual limits)
- Objecting to or restricting certain processing
- Opting out of marketing communications

You can exercise these rights by contacting us at [hello@printpoplive.com](mailto:hello@printpoplive.com). We may need to verify your identity before fulfilling your request.

You can also opt out of marketing emails by clicking “unsubscribe” in our messages.

If you are in California or other jurisdictions with specific privacy laws, you may have additional rights. You can contact us for more details.

## 10. CHILDREN’S PRIVACY

Our website is not designed for children under 13 to use independently. We do not knowingly collect personal information from children online without parental or school involvement.

If you believe we have collected personal data from a child without appropriate consent, please contact us so we can investigate and delete it where appropriate.

## 11. INTERNATIONAL TRANSFERS

If you access our services from outside the United States, your information may be processed in the United States and other countries that may have different data protection laws than your home country.

## 12. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. When we do, we will revise the “Effective date” at the top. Material changes may be highlighted on our website.

## 13. CONTACT US

If you have questions, requests, or concerns about this Privacy Policy or our data practices, please contact:

Print Pop Live

Email: [hello@printpoplive.com](mailto:hello@printpoplive.com)

Address: 46-02 21st St #1032, Long Island City, NY 11101