

LEGAL DOCUMENTATION

Privacy Policy

Last updated: October 9, 2026

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1 What This Policy Covers

This Privacy Policy explains what information Gekke Ontwerpen collects when you visit our website or buy one of our products, how it is used, and the choices you have. We sell clothing, not data, and we try to know as little about you as we can get away with.

Gekke Ontwerpen is a clothing brand based in Morocco that sells to customers in the Netherlands, Germany, and the rest of Europe. We are the controller of the personal data described here.

2 Information We Collect

- **Order information** — checkout takes place on Etsy. When you order, Etsy passes us your name, delivery address, and what you ordered, so we can make and send it.
- **Payment information** — payments are processed by Etsy Payments. We never see or store your card number, bank details, or iDEAL credentials. We keep only the order reference needed for support and bookkeeping.
- **Messages** — if you email us or message us through Etsy or social media, we keep that conversation so we can answer it.
- **Newsletter** — if you sign up for drop announcements, we store your email address for that purpose only.
- **Account** — if you make an account on our website, we store your name, email address, preferred language, whether you want the newsletter, and a one-way scrambled (hashed) version of your password. We never store the password itself. Orders bought through Etsy are not shown in the account; you track those in your Etsy account.
- **Your bag** — where the website offers a shopping bag, its contents are stored in your own browser, not on our servers.
- **Technical information** — our hosting provider may log basic technical data (such as IP address) for security and to keep the site running.

3 How We Use Your Information

- To make, pack, and deliver your order, and to help when something goes wrong with it.
- To answer questions you send us.
- To tell you about new drops, if you asked us to.
- To keep the records the tax authorities require.
- To detect and prevent fraud and abuse of the store.

4 Sharing of Information

- With Etsy, which runs the checkout and payment and has its own privacy policy.
- With the delivery company, which needs your name and address to bring you the parcel.
- With the partner that prints or produces our products, where they ship directly to you.
- With service providers that help run the website (such as hosting and email delivery), under obligations to protect your data.
- When required by law, or to protect our legal rights or prevent fraud.

Because we are based in Morocco, the order details we need to fulfil your purchase are handled outside the European Union. We apply the protections described in this policy wherever your data is handled.

We do not sell your personal information to anyone.

5 Data Retention

We keep order information for as long as needed to provide support and resolve disputes, and for as long as the law requires business records to be kept. Newsletter addresses are kept until you unsubscribe. Accounts are kept until you delete them, which you can do yourself on the account page; that removes everything stored with the account. After that, data is deleted or anonymized.

6 Your Rights

If you are in the European Union, European data protection law (the GDPR) gives you the right to:

- Ask for a copy of the personal data we hold about you.
- Have incorrect data corrected, or have your data deleted, subject to records we are legally required to keep.
- Object to, or ask us to restrict, how we use your data.
- Unsubscribe from the newsletter at any time, using the link in every email.
- Lodge a complaint with the data protection authority in your own country, such as the Autoriteit Persoonsgegevens in the Netherlands.

7 Cookies and Tracking

Our website does not use advertising or tracking cookies. If you sign in to an account, we set cookies that keep you signed in; they are strictly necessary for the account to work and are removed when you sign out. Our website also does not use third-party fonts: they are served from our own site. When you follow a link to Etsy, Etsy's own cookie and privacy settings apply there.

8 Security

We take reasonable technical and organizational measures to protect your information, but no method of transmission or storage is 100% secure.

9 Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be reflected by an updated "last updated" date on this page.

10 Contact

Questions about this Privacy Policy, or requests about your data, can be sent to contact@gekkeontwerpen.com.