Privacy Policy
Ikon Digital Media

Updated: 5/21/25

This Ikon Digital Media Privacy Policy explains our use of the personal information made available to us when you log into and use our Marketplace Dashboard application at —----.com

Ikon Digital Media LLC. and our affiliated entities ("we", "us", "our", or "IDM"), respect privacy rights. That's why we strive to minimize the personal information we process through the Dashboard and offer the transparency and controls described in this Ikon Digital Media Privacy Policy ("Policy").

Please read this Policy in full before you start to use the Dashboard. By logging into and using the Dashboard, you acknowledge this Policy will apply to you and accept our Terms of Service, available at —---.com

If you do not agree to this Policy and the Terms, you must not access or use the Dashboard. If you have questions about this Policy, please contact riley@ikondigitalmedia.com

Data We Collect

We may deidentify and aggregate deidentified information, which we may use to improve the Platform, develop new services or other purposes.

Type & Description	How We Collect	Why We Use It	Retention
Authorized API data Enhanced data made available by Marketplace API a Seller connects to the Platform, like Amazon's Selling Partner API.	With your explicit permission via Amazon APIs	Feature enablement like stock levels and product pricing Performance Analytics	Minimum 24 months or as required

Creator Connections affiliate data: Data from the profiles of affiliates Seller has partnered with through Creator Connections, including their names, biographies, and linked social media and websites.	With your explicit authorization via Amazon	To Provide and aggregate data in the dashboard, and improve the dashboard To display such accessed content or data to clients	Minimum 24 months or as required
User ID information: Name, address, email, phone number, mailing address, age.	Provided during registration	Necessary for setting up an account on the Dashboard	User ID lifetime
IP Address	Automatically upon use	To detect unusual or potentially unauthorized logins.	User ID lifetime
Device and Browser Metadata	Automatically through client requests	Platform optimization, debugging, compatibility	User ID lifetime or anonymized
Session & Usage Data	Automatically via usage logs	Feature analytics, user experience improvement	User ID lifetime or aggregated

How We Use Your Data
We use collected data solely to operate, maintain, and improve the Dashboard and related services. We do not sell or share personal information with third parties. Aggregated and deidentified data may be used for internal analytics.

Business Data
In addition to limited personal data, the Dashboard collects and processes non-personal business data through API integrations and client interactions. This includes but is not limited to:

- Affiliate campaign performance and engagement statistics;
- Product pricing, inventory levels, and sales metrics;
- Creator profiles, biographies, and linked social content;
- Historical trends and aggregated reporting outputs
- Logged server activity related to user actions and platform performance.

This data is used exclusively to deliver the core functions of the Dashboard, such as analytics, performance benchmarking, and historical reporting. It is not shared with third parties or used for advertising purposes. Access to this data is strictly limited to the permissions granted by the client and is governed by this Policy and applicable agreements.

Legal Basis
Our legal basis for processing personal or Seller data includes:

- **Performance of a Contract:** To provide the Dashboard and fulfill our contractual obligations.
- **Legitimate Interests:** To analyze usage, improve services, and ensure security.
- **Consent:** For data collected through user authorization, such as API connections.
- **Legal Obligation:** To comply with applicable legal and regulatory obligations.

Your Rights

You have the right to access, correct, or delete your personal data. You may withdraw consent at any time by revoking API permissions or contacting us directly.

Updates to this Policy
We may update this Privacy Policy as needed. Material changes will be communicated at least 14 days before taking effect. We will notify you by email/slack/basecamp/client communication.

Contact Us
For any questions or requests regarding this Policy or our Terms of Service, please contact: riley@ikondigitalmedia.com