

Privacy Policy

Effective Date: 24-06-2025

Last Updated: 24-06-2025

1. Introduction

Welcome to Rootz ("we," "our," or "us"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://www.rootz.website> and participate in our cashback referral program. Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site or use our services.

2. Information We Collect

2.1 Personal Information

We may collect personally identifiable information that you voluntarily provide when you:

- Register for an account
- Participate in our referral program
- Make purchases through our platform
- Contact us for support
- Subscribe to our newsletter

This information may include:

- Full name
- Email address
- Phone number
- Postal address
- Payment information (processed through secure third-party processors)
- Bank account details for cashback payments
- Social media profiles (if used for sharing referral links)

2.2 Referral Program Information

When you participate in our 3-level cashback referral system, we collect:

- Referral links and codes you generate
- Information about users you refer (up to 3 levels deep)
- Purchase history and transaction amounts of referred users
- Cashback earnings and payment history

- Referral relationship mapping

2.3 Automatically Collected Information

We automatically collect certain information when you visit our website:

- IP address and location data
- Browser type and version
- Device information
- Pages visited and time spent
- Referring website information
- Cookies and similar tracking technologies

2.4 Third-Party Information

We may receive information about you from third parties, including:

- Partner merchants and retailers
- Payment processors
- Social media platforms
- Analytics providers

3. How We Use Your Information

3.1 Primary Uses

We use your information to:

- Operate and maintain our cashback referral program
- Process and track referral relationships across 3 levels
- Calculate and distribute cashback rewards
- Verify purchase eligibility and prevent fraud
- Send you important account and service updates
- Provide customer support
- Process payments and manage your account

3.2 Referral Program Operations

Specifically for our referral system, we use your information to:

- Track referral relationships and subsidiary purchases
- Calculate multi-level commission structures

- Generate personalized referral links and codes
- Monitor referral program performance and compliance
- Prevent abuse and fraudulent referral activities

3.3 Communications

We may use your information to:

- Send referral program updates and earnings statements
- Notify you of new partnership opportunities
- Provide promotional offers and marketing materials
- Send administrative communications about your account

4. Information Sharing and Disclosure

4.1 With Your Consent

We may share your information with third parties when you give us explicit consent to do so.

4.2 Service Providers

We may share information with trusted third-party service providers who help us operate our business, including:

- Payment processors for cashback distributions
- Email service providers for communications
- Analytics providers for performance tracking
- Cloud hosting and storage providers
- Customer service platforms

4.3 Partner Merchants

We share necessary information with our retail partners to:

- Track purchases made through referral links
- Verify eligibility for cashback rewards
- Process refunds and returns
- Prevent fraudulent activities

4.4 Legal Requirements

We may disclose your information if required by law or if we believe disclosure is necessary to:

- Comply with legal process or government requests

- Protect our rights, property, or safety
- Prevent fraud or illegal activities
- Enforce our terms of service

4.5 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new entity.

5. Referral Program Specific Disclosures

5.1 Multi-Level Tracking

Our referral program tracks relationships across 3 levels. This means:

- Level 1: Direct referrals you make
- Level 2: Referrals made by your direct referrals
- Level 3: Referrals made by Level 2 participants

Each level may earn you different commission rates as disclosed in our program terms.

5.2 Purchase Tracking

We track purchases made by users in your referral network to calculate your cashback earnings. This includes:

- Transaction amounts and dates
- Product categories purchased
- Merchant information
- Return and refund activities

5.3 Performance Analytics

We analyze referral program performance and may use aggregated, anonymized data for:

- Program optimization
- Trend analysis
- Marketing effectiveness studies
- Industry reporting

6. Data Security

We implement appropriate technical and organizational security measures to protect your personal information, including:

- Encryption of sensitive data in transit and at rest
- Secure payment processing through PCI-compliant providers
- Regular security audits and vulnerability assessments
- Access controls and employee training
- Secure backup and disaster recovery procedures

However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

7. Your Rights and Choices

7.1 Access and Control

You have the right to:

- Access your personal information we hold
- Update or correct your information
- Request deletion of your account and data
- Opt-out of marketing communications
- Export your data in a portable format

7.2 Referral Program Controls

Regarding our referral program, you can:

- View your referral network and earnings
- Generate new referral links
- Pause or deactivate your referral participation
- Request reports of your referral activities

7.3 Cookie Preferences

You can control cookies through your browser settings or our cookie preference center.

8. Data Retention

We retain your information for as long as necessary to:

- Provide our services and operate the referral program
- Comply with legal obligations
- Resolve disputes and enforce agreements
- Maintain accurate financial records

Referral relationship data may be retained longer for commission tracking and tax reporting purposes.

9. International Data Transfers

If you are located outside our primary jurisdiction, your information may be transferred to and processed in countries with different data protection laws. We ensure appropriate safeguards are in place for such transfers.

10. Children's Privacy

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children under 18. If we discover we have collected information from a child under 18, we will delete it immediately.

11. Third-Party Links

Our website may contain links to third-party websites. This privacy policy does not apply to those sites, and we are not responsible for their privacy practices.

12. Changes to This Privacy Policy

We may update this privacy policy from time to time. We will notify you of material changes by:

- Posting the updated policy on our website
- Sending email notifications to registered users
- Providing in-app notifications

Continued use of our services after changes constitutes acceptance of the updated policy.

13. Contact Information

If you have questions about this privacy policy or our data practices, please contact us:

Email: rootz@rootz.website

Website: <https://www.rootz.website>

For specific privacy-related requests, please use the subject line "Privacy Request" in your communications.

14. Jurisdiction and Governing Law

This privacy policy is governed by the laws of Israel and EU and any disputes will be resolved in the courts of Israel and EU.

This privacy policy is effective as of the date listed above and applies to all information collected by Rootz through our website and referral program services.

