



Personal Data Protection and Deletion Policy

CaughtUp adopted policy

Owner: CaughtUp owner and operator

Security and privacy contact: support@getcaughtup.io

Effective date: August 10, 2026

Review cycle: At least annually and after material changes

Policy owner and Privacy Lead: CaughtUp owner and operator

Request channel: support@getcaughtup.io

Effective date: August 10, 2026

Principles

CaughtUp processes personal data lawfully, transparently, and only for the user-selected product, security, support, or legal purpose. Personal data is minimized, access restricted, protected according to sensitivity, and retained only while necessary for those purposes.

Individual and seller requests

Users, sellers, creators, and TikTok Shop may request access, correction, restriction, export, or deletion through the request channel. CaughtUp verifies identity and authority before disclosing or changing data. Requests are tracked and completed within applicable legal or contractual timeframes. If a request cannot be fulfilled, the reason and available next steps are communicated.

Retention and deletion

Account settings, connection records, media kits, workflow records, drafts and edits, and related data are retained while needed to provide the active service. After a verified deletion request or the end of the applicable relationship, CaughtUp removes customer data from active systems without unreasonable delay, except where limited retention is required for law, security, fraud prevention, dispute handling, or provider backup recovery cycles. Data restored from a backup remains subject to the deletion requirement and is not returned to ordinary use.

Processors and transfers

CaughtUp uses providers needed for hosting, authentication, email integration, marketplace authorization, and bounded language processing. Provider access is limited to the service purpose. Data may be processed in the United States and other locations where authorized providers operate, as described in the public Privacy Policy and applicable provider terms.

Complaints and changes

Privacy complaints are recorded, investigated, and answered through the request channel. This policy and the public Privacy Policy are reviewed at least annually and after material changes to processing, providers, law, or the product.