

Privacy Policy & Data Protection Charter

CONSUMER PRIVACY, CCPA/CPRA COMPLIANCE & TELEMETRY SAFEGUARDS

SuperBox for TV is an authorized SuperBox dealer, ensuring 100% authentic **SuperBox S6**, **SuperBox S7** & **SuperBox S8** devices with full warranty support in US & Canada. This Privacy Policy describes our practices regarding the collection, use, maintenance, protection, and disclosure of personal information when you access our online store, interact with our customer support teams, or purchase authentic SuperBox devices (including SuperBox S8, SuperBox S7, SuperBox S6 series, and SuperBox Projector P7 Pro).

We conduct our business and data handling practices in strict compliance with United States federal laws and applicable state privacy statutes, including the FTC Act (15 U.S.C. § 45), CCPA/CPRA (Cal. Civ. Code § 1798.100 et seq.), comprehensive state privacy frameworks (VCDPA, CPA, CTDPA, UCPA), COPPA (15 U.S.C. §§ 6501–6506), and the CAN-SPAM Act of 2003.

[SEC-01] Personal Information We Collect

We collect information that identifies, relates to, describes, or is reasonably capable of being associated with a consumer, household, or device across several touchpoints:

DIRECT CONSUMER SUBMISSIONS

- **Account & Registration:** Name, email address, telephone number, and encrypted account credentials.
- **Order & Billing Data:** Billing address, physical shipping address, recipient contact details, and transit instructions.
- **Payment Data:** Processed via Level 1 PCI-DSS tokenized gateways (Stripe, PayPal). No raw credit card data or CVVs are retained locally.
- **Customer Care Logs:** Communication transcripts, Order IDs, hardware MAC/serial numbers, and diagnostic error reports.

AUTOMATED TELEMETRY & COOKIES

- **Server Logs:** IP address, operating system, browser type/version, ISP, referring/exit URLs, and clickstream metrics.
- **General Geolocation:** Non-precise city, state, and postal code data derived from IP addresses for tax calculation and logistics routing.
- **Cookies & Local Storage:** Essential WooCommerce cart session cookies, persistent login cookies, and analytics tags.
- **Analytics Pixels:** Pseudonymous telemetry processed via privacy-conscious Google Analytics 4 (GA4) and Meta Pixel.

[SEC-02] Commercial and Operational Purposes for Data Use

Personal Information is processed strictly for verified commercial, operational, and legal objectives:

- **Fulfillment & Dispatch:** Validating transactions, packing and shipping hardware units under our Shipping Policy, and transmitting tracking links.
- **Warranty & Service:** Verifying device authenticity, activating 1-Year Limited Warranties, and coordinating RMA exchanges under our Refund and Returns Policy.
- **Fraud Prevention & Cybersecurity:** Detecting synthetic transactions, botnet probes, unauthorized chargebacks, and platform security breaches.
- **Platform Diagnostics:** Resolving software bugs, accelerating page speeds, and optimizing digital checkout workflows.
- **Transactional Notifications:** Transmitting order receipts, transit notifications, critical firmware updates, and administrative notices.
- **Strict Opt-In Marketing:** Delivering promotional newsletters and discount announcements only with explicit consent, backed by 1-click opt-outs.
- **Statutory Compliance:** Remitting state sales taxes, adhering to IRS corporate accounting rules, and complying with judicial process.

[SEC-03] Third-Party Disclosures & Absolute Zero-Sale Pledge

Our Absolute Privacy Pledge: We DO NOT sell, rent, lease, or monetize your Personal Information to data brokers or third parties for monetary consideration.

Information is disclosed solely to vetted service providers bound by strict contractual confidentiality agreements:

LOGISTICS & PAYMENT PARTNERS

- **Logistics Carriers:** USPS, FedEx, and UPS receive recipient names, addresses, and phone numbers strictly for delivery.
- **Payment Processors:** PCI-DSS certified gateway networks process encrypted transaction tokens under 256-bit SSL protocols.

INFRASTRUCTURE & LEGAL AUTHORITIES

- **Cloud Hosting:** Enterprise cloud server hosting providers maintain encrypted customer database backups.
- **Law Enforcement:** Disclosures occur only pursuant to lawful subpoenas, warrants, or court orders to protect consumer safety.

[SEC-04] Data Retention and Deletion Practices

Active Accounts: Retained for the operational lifetime of the account. **Order Records:** Maintained for a minimum statutory period of seven (7) years following completion pursuant to United States federal tax laws (IRS guidelines). **Warranty Records:** Retained for warranty duration plus two (2) years. **Marketing Lists:** Suppressed immediately upon receipt of an opt-out instruction.

[SEC-05] Your Rights Under US State Privacy Laws (CCPA / CPRA Notice)

Residents of California, Virginia, Colorado, Connecticut, Utah, and other states with enacted privacy frameworks possess specific statutory rights:

Statutory Right	Detailed Legal Scope & Regulatory Implementation
Right to Know & Access	Request disclosure of the specific categories and pieces of Personal Information collected, used, and disclosed over the preceding 12 months.
Right to Deletion	Request permanent deletion of Personal Information, subject to statutory exemptions (active order fulfillment, warranty servicing, tax compliance).
Right to Correction	Request rectification of inaccurate, out-of-date, or incomplete Personal Information maintained across our production databases.
Right to Opt-Out of Sale	Direct businesses to halt selling or sharing personal data. Because we never monetize or sell consumer records, this is applied automatically.
Right to Non-Discrimination	We never deny hardware access, alter price points, or degrade customer service quality for exercising your statutory privacy entitlements.

[SEC-06] Submitting Verified Requests

Submit consumer requests via email to support@superboxfortv.com (Subject: "Consumer Privacy Request"), WhatsApp at [+1 \(857\) 995-2773](tel:+18579952773), or postal mail to our City of Industry office.

SLA Timelines: Receipt confirmed within 10 business days; substantive response delivered within 45 calendar days.

[SEC-07] COPPA Compliance (<13 Minors)

Our storefront and hardware are exclusively marketed to individuals aged 18 and older. Pursuant to the Children's Online Privacy Protection Act (COPPA), we never knowingly collect information from children under 13. Any discovered minor records are purged immediately from production systems.

[SEC-08] Technical & Data Security Controls

- **Encryption in Transit:** TLS 1.3 / 256-bit SSL encryption across all URLs.
- **Payment Isolation:** Sandboxed PCI-DSS Level 1 gateway tokenization.
- **Access Privileges:** Multi-factor authentication (MFA) and least-privilege role-based access for database administrators.

[SEC-09] Policy Modifications & Updates

We reserve the right to amend this Privacy Policy to reflect operational shifts or regulatory updates. Material changes are highlighted on our homepage and transmitted via email advisory prior to enforcement. Continued platform browsing constitutes acceptance.

[SEC-10] Privacy Compliance Office & Authorized Reseller Directory**SUPERBOX OFFICIAL STORE LLC · AUTHORIZED RESELLER****ID: SP20250414002**

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Privacy Office & Legal HQ:

- Website: <https://superboxfortv.com/>
- Legal Entity: SuperBox Official Store LLC
- Attn: Privacy Compliance Officer, 15427 E Valley Blvd, City of Industry, CA 91746, USA

Helpdesk & Privacy Contact:

- Privacy Desk Email: support@superboxfortv.com
- Direct Hotline / WhatsApp: **+1 (857) 995-2773**
- Support Hours: 24/7 Priority Live Support (Office: Mon – Fri, 9:00 AM – 6:00 PM EST)

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