

GDPR & International Compliance Notice

Effective Date: April 22, 2026

This notice is provided to users in the European Union (EU), European Economic Area (EEA), and the United Kingdom in accordance with the General Data Protection Regulation (GDPR).

1. LEGAL BASIS FOR PROCESSING

- **Performance of a Contract:** We process your data to fulfill your purchase and deliver the ShredLORD product.
- **Legitimate Interests:** To ensure the safety of our products through direct communication and to improve our website.
- **Consent:** For marketing and the use of non-essential cookies.
- **Legal Compliance:** To meet tax and product safety regulations.

2. YOUR RIGHTS UNDER GDPR

You have the following rights:

- **Right of Access & Portability:** Request a copy of your data in a structured format.
- **Right to Rectification:** Request correction of inaccurate data.
- **Right to Erasure ("Right to be Forgotten"):** Request deletion of your data where legal grounds for retention no longer exist.
- **Right to Object/Restrict:** Object to direct marketing or restrict processing in specific circumstances.
- **Right to Lodge a Complaint:** You may contact your local Data Protection Authority.

3. INTERNATIONAL DATA TRANSFERS

Fusionride LLC is located in the **United States**. By using our site, your data will be transferred to and stored in the U.S. We ensure your data is protected by utilizing sub-processors (like Wix and Google) that employ Standard Contractual Clauses (SCCs) or other recognized legal frameworks to protect your privacy rights.

4. CONTACT INFORMATION

To exercise any of your rights or for questions regarding our compliance, please contact our Data Privacy Point of Contact at: support@fusionride.at