Data Deletion Instructions

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You can ask us to delete the personal information Relay holds about you at any time. This page explains how, including for information we receive through Facebook, Instagram, WhatsApp, TikTok Shop and Google. Relay does not use Facebook Login or any other sign-in with your social media account, so there is no app connection to remove from your account settings: send us a request instead.

SUMMARY

Email privacy@bumpthedsl.com with “Delete my data” in the subject line and tell us how you know us. We confirm your request, delete your data within 30 days, and tell you when it is done.

How to request deletion

1. **Email privacy@bumpthedsl.com** with “Delete my data” in the subject line.
2. **Tell us how you know us** and include whatever helps us find your data: your order number and the email address you used for it; your Facebook or Instagram name with the ad you commented on and the date (a screenshot helps); your TikTok handle; your WhatsApp number; or the email address you used in a sign-up form.
3. **We confirm it is you.** For example, we may ask you to reply from the email address on your order, or to send us a direct message from the same Facebook or Instagram account. We never ask for your password.
4. **We delete your data** from Relay, and ask the service providers that hold it for us to do the same, within 30 days, and confirm by email, telling you about anything we had to keep and why.

If you commented on an ad or sent a message on Facebook or Instagram

Relay may hold the text of your comment, your public name and the identifier Meta gives your account for the Page, a record of any automated message we sent you, and a coded reference to a new direct message you sent the Page or Instagram account (never its content). Comments are deleted automatically after 90 days and direct message references after 8 days. To delete them sooner, send a request as above. Deleting your own comment on Facebook or Instagram also stops Relay from acting on it.

If you are a customer of the store

We delete what Relay holds about your orders, such as delivery reviews, tracking lookup records, shipment records, store visit events, ad measurement records, proof-of-delivery files and pop-up sign-ups, and we pass your request to the store, so that the records Shopify holds for the store are handled under the store's privacy policy. You can also unsubscribe from marketing emails with the link in any email.

If you are a creator or affiliate

We delete your creator profile, messages, notes, contact details and shipping address from Relay, including information we received from TikTok Shop. If you also asked us to stop contacting you, we keep only a minimal do-not-contact entry so we never contact you again.

If you are a supplier or team member who receives WhatsApp alerts

We remove your name and WhatsApp number from our alert lists and stop sending you alerts.

Emails with the store's support team

If quotes from your emails were used as evidence in a payment dispute, we delete them when you ask, once the dispute is closed. You can also ask us to delete your emails from the support mailbox.

What we may keep

- Records the law requires us to keep, such as order, payment, tax and accounting records.
- Records of a payment dispute or legal claim while it is open, and as long as needed to resolve it.
- Information needed to prevent fraud or to keep a do-not-contact request.
- Information that has been made anonymous so it no longer identifies you.

Copies in our database provider's backups expire on its normal schedule, and we never restore deleted data from them. Information we hold and how long we keep it are set out in our Privacy Policy.

Contact us

Questions about deleting your data can be sent to privacy@bumpthedsl.com, or to our Data Protection Officer at the same address with “Attn: Data Protection Officer” in the subject line. Support questions, including questions about an order, go to the same address.