Privacy Policy

Last updated October 24, 2026

This Privacy Policy explains how Bump The DSL, LLC (“we”, “us”) collects, uses, shares and protects personal information through Relay, the software we build and operate to manage an online store's orders, customer support, advertising and creator collaborations (“the store”). It covers customers of the store, creators and affiliates we work with, suppliers and team members, people who interact with the ads and social media accounts we manage, and anyone who visits a page Relay serves, such as an order tracking page, the creator application page, a supplier upload page or this website.

Purchases are also covered by the privacy policy of the store you bought from, which is linked from its website. Some Relay features described here are optional; we describe them so you know what happens when they are in use.

SUMMARY

We collect what we need to run the store and to work with creators and partners. We do not sell personal information for money, we share it with advertising platforms only with your consent, sensitive details are encrypted, data is stored in the United States, and you can ask us to see, correct or delete your data at any time by emailing privacy@bumpthedsl.com.

Who we are

Relay is built and operated by Bump The DSL, LLC, a New York limited liability company, which is responsible for the personal information described in this policy. Our Data Protection Officer is the owner of Bump The DSL, LLC and can be reached at privacy@bumpthedsl.com with “Attn: Data Protection Officer” in the subject line.

Information we collect

Who	What we collect	Where it comes from
Customers of the store	Order number, items, order and fulfillment dates, and carrier and tracking details. The email address on an order, used only to confirm that the person looking up tracking owns the order: it is checked and discarded, never stored. Ratings and comments you leave about a delivery. If you subscribe to a product: your name, email address, phone number, billing and shipping addresses and subscription details. For refunds and payment disputes: the order and payment facts, and evidence such as your name, email address, shipping address, the IP address used for the purchase, and emails between you and the store's support team. If you sign up in a pop-up form on the store: your email address and the notice you were shown.	You, and Shopify, which runs the store. Payment card details stay with Shopify and its payment processors; Relay never receives or stores them.
Visitors to the store, only with your consent	Pages and products viewed, cart and checkout steps and purchases; random browser and session identifiers; the referring website, campaign (UTM) tags and ad click identifiers; device type (mobile, tablet or desktop); and the consent choices you made. Like any website, our tagging server also sees your IP address and browser details.	Relay's storefront tracking code, which follows the choices you make in the store's cookie and privacy banner, and Shopify's own visit data.

Who	What we collect	Where it comes from
Creators and affiliates	Your public profile and performance information from TikTok Shop (handle, follower counts, content and sales figures); messages exchanged with us through TikTok Shop; sample requests; what you submit when you apply to work with us (such as your name, email address and social media handles); your contact details and shipping address for samples; content you create for us; agreements and usage rights; and commission and payout records (a payment reference only, never bank or card details).	You, and TikTok Shop.
People who interact with the ads and social media we manage	Comments on the Facebook and Instagram ads we manage: the text, your public name and the identifier Meta gives your account for that Page or Instagram account. Replies you send to our automated private message (read and labelled, not stored). The fact that you sent that Facebook Page or Instagram account a new direct message; Relay does not read or keep its content.	Meta (Facebook and Instagram).
Suppliers and support team members	Name, email address and WhatsApp number; your agreement to receive work requests and alerts; and proof of delivery you upload (files, delivery date, carrier, tracking number, the name of the person who signed, and notes).	You.
Our staff	Shopify staff account details (account id, name, email address and language) from signing in through Shopify, and a record of actions taken in Relay, such as opening an order or changing a setting.	Shopify, and Relay itself.

Who	What we collect	Where it comes from
Anyone who uses a Relay page	Security information: a keyed hash of part of your IP address, used to limit repeated attempts, and an anonymous visit identifier. Raw IP addresses are not stored for this. This website uses no tracking scripts or advertising cookies.	Your browser.

How we use information

- To fulfil orders and show you where your order is.
- To run subscriptions you sign up for, including billing on the schedule you chose and letting you cancel.
- To handle refunds and payment disputes, including sending evidence to Shopify, payment processors and card networks.
- To work with creators: finding and contacting creators, sending samples, running campaigns, managing content rights, and calculating commissions.
- To moderate comments on the ads we manage and direct customer questions to the store's support team.
- To send work requests and alerts to suppliers and support team members.
- To send marketing emails you signed up for.
- To measure and improve our marketing, only with your consent.
- To keep our systems secure, prevent fraud and abuse, and keep records of who did what.
- To comply with the law and enforce our terms.

We do not use personal information to make decisions about you that have legal or similarly significant effects.

AI features

We use Anthropic's Claude AI service in two ways:

- **Comment moderation.** The text of comments on the ads we manage, and of replies to our automated private message, is sent to Claude to label it negative, neutral or positive. Your name and account identifier are not sent.
- **A staff assistant.** Our staff can ask an assistant about orders, deliveries, reviews, ads, subscriptions and disputes, and it looks up the records needed to answer. It never receives payment card details, passwords or access keys, or the contact details stored with subscriptions and dispute evidence. Information from TikTok

Shop reaches it only if we deliberately turn that option on, and Gmail data never does. Our staff may also connect their own AI assistant to Relay with a revocable access key; it can read the same kinds of records.

Anthropic processes this information to provide its service to us, under commercial terms that do not allow it to train its models on it.

Comments on the ads we manage

We moderate comments on the Facebook and Instagram ads we manage. If our system labels a comment negative, for example a complaint about an order or a product, it may hide the comment, send you one private message that says it is automated and asks you to email the store's support team so they can help, and then delete the comment so the issue can be resolved privately. We send at most one such message per person every 7 days, we leave neutral and positive comments alone, and a person on our team can review and reverse any of these actions.

How we share information

We share personal information only with the service providers and platforms we use to run our business:

Recipient	What it receives	Why
Shopify	Order, customer and subscription information, refunds, and dispute evidence; proof-of-delivery requests sent to suppliers by email through Shopify Flow	Runs the store, payments, subscriptions and customer accounts
Payment processors and card networks, through Shopify	Dispute evidence, including the support email excerpts we pick	To respond to chargebacks
Fly.io	Everything Relay processes	Hosting, in the United States
Neon, on Amazon Web Services	Relay's database	Database hosting, in the United States

Recipient	What it receives	Why
Cloudflare	Requests to this website; if we turn it on, encrypted archives of old records that Cloudflare cannot read	Website hosting and storage
Google	Our business email; read-only access to one support mailbox we manage; store visit and purchase events, with analytics consent; search statistics for our websites, with no personal information	Email, dispute evidence and analytics
Meta (Facebook, Instagram and WhatsApp)	Store visit and purchase events, with marketing consent; our automated private replies; work alerts to suppliers and team members who agreed to them	Ad measurement, comment moderation and work alerts
TikTok	Messages, sample decisions and collaboration invitations to creators through TikTok Shop; store visit and purchase events, with marketing consent, if we turn that on	Creator collaborations and ad measurement
Anthropic	As described under AI features	AI features
Klaviyo	The email address you give in a pop-up sign-up form	Sending the emails you signed up for

We may also disclose information when the law requires it, to protect the rights, safety and property of our customers, our business or others, or as part of a merger, acquisition or sale of assets, in which case this policy continues to apply to it.

Advertising and your choices

We do not sell personal information for money. If you allow marketing cookies on the store, we share events about your visit and purchase with Meta, and with TikTok if we turn that on, so they can measure and improve the ads we manage. Your email address, phone number, name and address details are hashed (scrambled) before they are sent to Meta; your IP address and browser details are sent as Meta requires. Some US state laws call this “sharing” or “targeted advertising”. You can opt out at any time through the store's cookie and privacy

settings, and Relay follows that choice. If you opted out of the sale or sharing of your information, purchase events sent to Meta carry Meta's Limited Data Use flag.

Google user data

Relay connects to one support mailbox that we manage, using Google's read-only Gmail permission (`gmail.readonly`). It cannot send, change or delete email.

- **What Relay reads.** Only while a payment dispute is open, and only when a member of our staff opens that dispute's customer emails, Relay searches the mailbox for messages to, from or copied to that order's customer in a date range around the order, and reads their dates, senders, subjects, text and attachment names.
- **How it is used.** Only to find correspondence that is evidence for that dispute. A member of our staff picks which messages to use, and quotes from them, with email addresses, phone numbers and card-like numbers removed, are included in our response to the dispute.
- **What is stored.** Search results are not stored. Only the quotes our staff pick are kept, encrypted, with the dispute record. The permission to read the mailbox is stored encrypted.
- **Who it is shared with.** The picked quotes are sent to Shopify as part of our dispute response, and Shopify passes them to the payment processor and card network. Gmail data is not shared with anyone else, not sold, not used for advertising, not sent to AI tools, and not used to develop, improve or train artificial intelligence or machine-learning models.
- **Removing access.** We can disconnect the mailbox in Relay at any time, which revokes Relay's access at Google and deletes the stored permission.

Relay's use and transfer to any other app of information received from Google APIs will adhere to the Google API Services User Data Policy, including the Limited Use requirements. Relay also reads reports from our own Google Analytics, Tag Manager and Search Console accounts, which contain no information about you beyond the analytics events described above.

Information from TikTok Shop

We use information from TikTok Shop only to run the TikTok shop we manage and its creator collaborations. We never sell it, never share it with third parties for their own purposes, and never use it to build profiles or target advertising outside that shop. It is shared with AI services only if we deliberately turn that option on, and if our TikTok Shop authorization ends, its access tokens are deleted immediately and the data received under it within 30 days. Our Personal Data Protection Policy has more detail.

Cookies and similar technologies

The store uses cookies under the choices you make in its cookie banner, and Relay's tracking code sends nothing without your consent. With analytics consent it may set `_relay_bid`, a random browser identifier, and read Google Analytics cookies. With marketing consent it may set `_relay_clk`, which remembers the ad click identifiers you arrived with for up to 90 days, and read Meta's `_fbp` and `_fbc` cookies. Google and Meta set their own cookies under their own policies.

How long we keep information

These are our standard periods. We delete information sooner when you ask us to (see our Data Deletion Instructions), unless the law requires us to keep it.

Information	How long we keep it
Email address used to look up tracking	Not stored; held in memory for at most 30 seconds
Tracking lookup records (order and anonymous visit identifiers)	400 days
Delivery ratings and comments	24 months
Shipment records	24 months after delivery
Store visit events	90 days
Purchase measurement records	400 days; the analytics identifiers in them are removed after 72 hours
Records of purchase events sent to Meta (no contact details)	180 days
Comments on the ads we manage, with the commenter's name and identifier	90 days
Notices of new direct messages	A coded reference for 8 days; alert records without your details for 180 days

Information	How long we keep it
Creator sample shipping addresses	30 days after the sample is delivered
Creator messages and notes	365 days
Other creator records	While we work together, then as long as needed for commission, tax and legal records
Subscription records	For the life of the subscription, then as long as needed for accounting, tax and legal obligations
Refund and dispute records	As long as needed to resolve the dispute and meet accounting and legal obligations
Supplier proof-of-delivery uploads	120 days after the dispute is closed
Pop-up email sign-ups	Until you ask us to delete them
Supplier and team contact details	Until they are removed from our list
Staff sign-in sessions	30 days after they expire
Encrypted archives of old pop-up and upsell events (random identifiers only)	Up to 2 years

How we protect information

All traffic is encrypted in transit, our database is encrypted at rest, and the most sensitive details (such as contact details, shipping addresses, messages and dispute evidence) are encrypted again by Relay before they are saved. Access is limited to people who need it and is logged. Our Information Security Policy and Data Classification and Encryption Policy describe these protections.

Your rights and choices

Depending on where you live, you may have the right to know what personal information we hold about you and get a copy of it, to correct it, to delete it, to receive it in a portable format, to opt out of its sale or sharing

and of targeted advertising, and to withdraw consent you gave. We do not use sensitive personal information to infer characteristics about you.

- **To make a request**, email privacy@bumpthedsl.com with “Privacy” in the subject line. To delete your data, follow our Data Deletion Instructions.
- We verify that the request comes from you, for example by replying to the email address on your order, and we respond within 30 days. We never ask for your password.
- You may use an authorized agent; we may ask for proof that they act for you.
- If we decline a request, you can appeal by replying to our decision, and we will answer within the time the law requires.
- We will not treat you differently for using your rights.
- **Marketing emails:** use the unsubscribe link in any email. **Work alerts:** tell us and we stop. **Creators:** ask us to stop contacting you and we add you to a do-not-contact list.

If you are in the European Economic Area or the United Kingdom, we rely on these legal bases: performing a contract with you (orders, subscriptions and collaborations), our legitimate interests (running and securing our business, handling disputes, moderating comments on the ads we manage, and working with suppliers), your consent (analytics and advertising cookies, and marketing emails), and legal obligations. You may object to processing based on our legitimate interests, and you may complain to your local data protection authority.

Children

Relay and the store are not directed to children under 16, and we do not knowingly collect their personal information. If you believe a child has given us personal information, contact privacy@bumpthedsl.com and we will delete it.

Where information is processed

Relay stores and processes personal information in the United States. The platforms we connect to, such as Shopify, Meta, Google and TikTok, may process it in other countries under their own terms.

Changes to this policy

We will update this policy when our practices change and show the date of the change at the top of this page. If a change is significant, we will make it clear on this page before it takes effect.

Contact us

Questions about this policy or your personal information 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.