PRIVACY POLICY FOR MOVEMENT NFC TIMEPIECES LLC

Effective Date: January 20, 2026
Last Updated: January 20, 2026

1. INTRODUCTION

Welcome to MovementNFC.com, operated by Movement NFC Timepieces LLC ("we," "our," "us," or the "Company"). We are committed to protecting your privacy and handling your personal information with the highest standards of care and transparency. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.movementnfc.com and purchase our premium timepieces.

Business Information:

Legal Entity: Movement NFC Timepieces LLC
Doing Business As: MovementNFC.com
State of Organization: Virginia, United States
Contact Email: Hello@movementnfc.com
Contact Phone: +1 (571) 265-4746
Business Address: 7005 Benjamin Street, McLean, VA 22101, USA.
By using our website, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with this policy, please discontinue use of our website immediately.

2. INFORMATION WE COLLECT

2.1 Personal Information You Provide

When you interact with Movement NFC Timepieces LLC, we may collect:

Account Information: Name, email address, phone number, username, password
Purchase Information: Billing address, shipping address, payment card information (processed securely through our payment processor)
Order Details: Products purchased, order history, transaction details, watch serial numbers for warranty purposes
Communication Data: Customer service inquiries, product reviews, testimonials, survey responses, support tickets
Marketing Preferences: Email subscription choices, communication preferences, product interest categories
Watch Authentication Data: NFC chip registration information for product authentication and ownership verification

2.2 Information Collected Automatically

When you visit our website, we automatically collect:

Device Information: IP address, browser type and version, operating system, device identifiers, screen resolution
Usage Data: Pages viewed, time spent on pages, click patterns, referral sources, navigation paths, search queries
Location Data: General geographic location based on IP address
Cookies and Tracking Technologies: See Section 6 below
Session Information: Login times, page load times, error messages
2.3 Information from Third Parties
We may receive information from:

Payment Processors: Transaction verification, fraud prevention data, payment method details
Shipping Carriers: Delivery status, tracking information, signature confirmation
Marketing Partners: Social media platforms, advertising networks (when you interact with our ads or sign up through social media)
Data Analytics Providers: Website performance metrics and user behavior insights
Credit Reference Agencies: For fraud prevention purposes
Business Partners: Affiliate partners, brand collaborators
3. HOW WE USE YOUR INFORMATION
Movement NFC Timepieces LLC uses your personal information for the following legitimate business purposes:

3.1 Order Fulfillment and Customer Service
Process and complete your luxury timepiece purchases
Verify payment information and prevent fraudulent transactions
Manage shipping, delivery, and order tracking
Process returns, exchanges, and refunds
Send order confirmations, shipping notifications, and delivery updates
Respond to customer inquiries and provide technical support
Process warranty claims, repairs, and authentication requests
Maintain watch ownership records for NFC-enabled timepieces
3.2 Business Operations
Maintain and improve our website functionality and user experience
Detect, prevent, and investigate fraud and security threats
Comply with legal obligations including tax reporting and business records
Enforce our Terms of Service, Return Policy, and other agreements
Maintain accurate business, financial, and inventory records
Conduct internal audits and quality assurance
Protect our intellectual property and brand reputation
3.3 Marketing and Communications
Send promotional emails about new watch collections, special offers, and exclusive releases (with your consent)
Display personalized advertisements on third-party platforms (Google, Facebook, Instagram)
Conduct market research and customer satisfaction surveys

Send important updates about our products, services, and policies
Provide personalized product recommendations
Manage loyalty programs and special customer benefits
Share news about watch industry trends and brand collaborations
3.4 Analytics and Improvements
Analyze website traffic patterns and user behavior
Improve product offerings, website design, and customer experience
Test new features, functionalities, and website designs
Understand customer preferences, purchasing patterns, and demographics
Optimize pricing strategies and inventory management
Enhance product development based on customer feedback
4. HOW WE SHARE YOUR INFORMATION
Movement NFC Timepieces LLC does not sell your personal information to third parties. We may share your data only in the following circumstances:

4.1 Service Providers
We share information with trusted third-party companies that perform services on our behalf under strict confidentiality obligations:

Payment Processors: To securely process credit card and payment transactions
Shipping Companies: To deliver your orders (USPS, FedEx, UPS, DHL)
Email Service Providers: To send transactional and marketing communications
Web Hosting and Cloud Services: To maintain our website infrastructure
Analytics Providers: To understand website performance (Google Analytics, etc.)
Customer Support Platforms: To manage customer service inquiries
Marketing Platforms: To manage advertising campaigns and email marketing
Security Services: To protect against fraud and cyber threats
4.2 Business Transfers
In the event of a merger, acquisition, reorganization, bankruptcy, dissolution, or sale of some or all of Movement NFC Timepieces LLC's assets, your personal information may be transferred to the successor entity. You will be notified via email and/or prominent notice on our website of any such change in ownership or control.

4.3 Legal Requirements and Protection of Rights
We may disclose your information when we believe in good faith that disclosure is necessary to:

Comply with applicable laws, regulations, court orders, subpoenas, or legal processes
Respond to lawful requests from government authorities
Enforce or investigate potential violations of our Terms of Service or policies
Protect the rights, property, and safety of Movement NFC Timepieces LLC, our customers, or the public
Detect, prevent, or investigate fraud, security breaches, or illegal activities
Defend against legal claims or litigation
4.4 With Your Consent

We may share information for any other purpose disclosed to you and with your explicit consent.

4.5 Aggregated or De-Identified Data
We may share aggregated, anonymized, or de-identified data that cannot reasonably be used to identify you for research, marketing, analytics, or other business purposes.

5. YOUR PRIVACY RIGHTS
5.1 Virginia Residents (VCDPA Rights)
As a Virginia-based company, Movement NFC Timepieces LLC complies with the Virginia Consumer Data Protection Act (VCDPA). Virginia residents have the following rights:

Right to Access: Confirm whether we process your personal data and obtain access to that data
Right to Correction: Correct inaccuracies in your personal data, taking into account the nature and purposes of processing
Right to Deletion: Delete your personal data provided to or obtained by us
Right to Data Portability: Obtain a copy of your personal data in a portable and, to the extent technically feasible, readily usable format
Right to Opt-Out: Opt-out of:
Targeted advertising
Sale of personal data (we do not sell personal data)
Profiling in furtherance of decisions that produce legal or similarly significant effects
To Exercise Your VCDPA Rights:

Email: Hello@movementnfc.com
Phone: +1 (571) 265-4746
Mail: Movement NFC Timepieces LLC, 7005 Benjamin Street, McLean, VA 22101
We will respond to your request within 45 days of receipt. If we need additional time (up to 45 additional days), we will inform you of the reason and extension period.

5.2 California Residents (CCPA/CPRA Rights)
If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA):

Right to Know: Request disclosure of the categories and specific pieces of personal information we have collected
Right to Delete: Request deletion of your personal information (subject to certain exceptions)
Right to Opt-Out: Opt-out of the sale or sharing of personal information (we do not sell personal information)
Right to Correct: Request correction of inaccurate personal information
Right to Limit Use: Limit the use and disclosure of sensitive personal information
Right to Non-Discrimination: Not receive discriminatory treatment for exercising your CCPA rights

5.3 All Users
Regardless of your location, you have the right to:

Marketing Opt-Out: Unsubscribe from marketing emails using the unsubscribe link in any promotional email
Cookie Management: Adjust cookie preferences through your browser settings (see Section 6)
Account Updates: Update your account information, shipping addresses, and preferences at any time through your account dashboard
Account Deletion: Request complete account deletion by contacting customer service
Data Access: Request a copy of the personal information we hold about you
To Exercise Your Rights: Contact us at:

Email: Hello@movementnfc.com
Phone: +1 (571) 265-4746
Mail: Movement NFC Timepieces LLC, 7005 Benjamin Street, McLean, VA 22101
Verification Process: To protect your privacy, we will verify your identity before processing rights requests. You may be asked to provide identifying information such as name, email address, and order number.

6. COOKIES AND TRACKING TECHNOLOGIES
Movement NFC Timepieces LLC uses cookies, web beacons, pixels, and similar technologies to enhance your browsing experience and analyze website performance.

6.1 What Are Cookies?
Cookies are small text files stored on your device that help websites remember your preferences and understand how you use the site.

6.2 Types of Cookies We Use
Essential Cookies (Strictly Necessary):

Required for website functionality
Enable shopping cart, checkout, and secure login
Cannot be disabled without affecting site functionality
Performance Cookies (Analytics):

Analyze website traffic and user behavior
Track page views, bounce rates, and navigation patterns
Help us improve website performance
Example: Google Analytics
Functional Cookies (Preferences):

Remember your preferences and settings
Store language preferences, currency selection
Enhance user experience with personalized features
Targeting/Advertising Cookies (Marketing):

Deliver personalized advertisements
Track effectiveness of marketing campaigns
Retarget visitors with relevant ads on third-party platforms
Examples: Facebook Pixel, Google Ads, Instagram Ads
6.3 Third-Party Tracking Technologies
We use the following third-party services that may place cookies:

Google Analytics: Website analytics and performance tracking
Facebook Pixel: Social media advertising and conversion tracking
Google Ads: Search and display advertising
Instagram: Social media marketing and engagement
These third-party services have their own privacy policies governing their use of your information.

6.4 Managing Cookies
Browser Settings: You can control and delete cookies through your browser settings:

Chrome: Settings > Privacy and Security > Cookies
Firefox: Options > Privacy & Security > Cookies
Safari: Preferences > Privacy > Cookies
Edge: Settings > Privacy > Cookies
Note: Disabling essential cookies may prevent you from using certain website features, including checkout and account access.

Opt-Out Resources:

Google Analytics Opt-Out: https://tools.google.com/dlpage/gaoptout
Network Advertising Initiative: http://www.networkadvertising.org/choices/
Digital Advertising Alliance: http://www.aboutads.info/choices/
6.5 Do Not Track Signals
Some browsers have "Do Not Track" features. Currently, there is no industry standard for recognizing Do Not Track signals, so our website does not respond to these signals.

7. DATA SECURITY
Movement NFC Timepieces LLC takes data security seriously and implements industry-standard security measures to protect your information:

7.1 Technical Security Measures

Encryption: SSL/TLS encryption (minimum 256-bit) for all data transmission between your browser and our servers
Secure Payment Processing: PCI-DSS compliant payment processors; we do not store complete credit card information on our servers
Firewall Protection: Network firewalls and intrusion detection systems
Secure Server Infrastructure: Protected hosting environment with regular security updates
Database Encryption: Encryption of sensitive data at rest
7.2 Organizational Security Measures
Access Controls: Limited employee access to personal information on a need-to-know basis
Employee Training: Regular security awareness training for all staff
Confidentiality Agreements: All employees and contractors sign confidentiality agreements
Vendor Management: Contractual security requirements for all third-party service providers
Regular Security Audits: Ongoing monitoring, vulnerability assessments, and penetration testing
Incident Response Plan: Procedures for responding to data breaches
7.3 Your Responsibility
Protect Your Password: Keep your account password confidential and use a strong, unique password Log Out: Log out after using shared or public computers Monitor Activity: Regularly review your account activity and report suspicious behavior

7.4 Security Disclaimer
However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security. You transmit information at your own risk.

In the Event of a Data Breach: We will notify affected individuals in accordance with applicable Virginia and federal data breach notification laws.

8. DATA RETENTION
Movement NFC Timepieces LLC retains your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

8.1 Retention Periods
Account Information:

Active accounts: Retained while your account remains active
Inactive accounts: Deleted after 3 years of inactivity (you will receive notice before deletion)
Deleted accounts: Removed within 30 days of deletion request (except as required below)
Order and Transaction History:

Retained for 7 years for tax, accounting, and legal compliance purposes (IRS and Virginia state requirements)
Includes invoices, receipts, payment records
Watch Authentication Records:

Retained indefinitely to maintain NFC chip ownership history and prevent counterfeiting
Essential for warranty service and resale authentication
Marketing Data:

Retained until you unsubscribe or request deletion
Unsubscribed contacts retained in suppression list to honor opt-out preferences
Customer Service Communications:

Retained for 3 years for quality assurance and dispute resolution
Website Analytics Data:

Aggregated data retained indefinitely
Individual user data retained for 26 months (Google Analytics default)
Legal Holds:

Data related to litigation, investigations, or legal obligations retained until matter resolution
8.2 Deletion Upon Request
When you request deletion of your personal information, we will:

Delete or anonymize data not subject to legal retention requirements
Maintain only data required for compliance, fraud prevention, or legitimate business purposes
Confirm deletion completion within 30 days
9. CHILDREN'S PRIVACY
Movement NFC Timepieces LLC does not knowingly collect, use, or disclose personal information from children under 13 years of age. Our website, products, and services are directed to adults.

If we learn that we have collected personal information from a child under 13 without verifiable parental consent, we will delete that information promptly. If you believe we have inadvertently collected information from a child under 13, please contact us immediately at Hello@movementnfc.com.

Parental Rights: Parents or legal guardians may request to review, delete, or stop the collection of their child's personal information by contacting us.

10. INTERNATIONAL DATA TRANSFERS
Movement NFC Timepieces LLC is based in Virginia, United States. Your personal information may be transferred to, stored, and processed in the United States or other locations where our service providers operate.

Data Protection: When we transfer personal information internationally, we ensure appropriate safeguards are in place, including:

Contractual protections (Standard Contractual Clauses)
Service provider agreements with data protection obligations
Compliance with applicable data protection laws
Your Consent: By using our website and providing your information, you consent to the transfer of your information to the United States and other jurisdictions that may have different data protection laws than your country of residence.

11. THIRD-PARTY LINKS AND SERVICES
Our website may contain links to third-party websites, social media platforms, payment processors, and other external services that are not operated or controlled by Movement NFC Timepieces LLC.

We Are Not Responsible For:

Privacy practices of third-party websites
Content, policies, or practices of external sites
Data collection by third-party services
Your Responsibility: We encourage you to review the privacy policies of any third-party websites you visit. This Privacy Policy applies only to information collected by Movement NFC Timepieces LLC.

Social Media Plugins: Our website may include social media features (Facebook, Instagram, Twitter). These features may collect your IP address, page visits, and may set cookies. Your interactions with these features are governed by the privacy policies of the respective social media companies.

12. CHANGES TO THIS PRIVACY POLICY
Movement NFC Timepieces LLC reserves the right to update, modify, or replace this Privacy Policy at any time to reflect changes in our practices, technology, legal requirements, or business operations.

12.1 How We Notify You
We will notify you of material changes by:

Updating the "Last Updated" date at the top of this policy
Posting the updated policy on this page
Email notification to your registered email address for significant changes
Prominent website notice for substantial policy modifications
12.2 Your Continued Use
Your continued use of our website after any changes to this Privacy Policy constitutes your acceptance of the revised policy. If you do not agree with the updated policy, you must discontinue use of our website and services.

12.3 Review Regularly

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

13. CONTACT US AND PRIVACY COMPLAINTS
For questions, concerns, requests to exercise your privacy rights, or complaints regarding this Privacy Policy or our data practices, please contact Movement NFC Timepieces LLC:

Movement NFC Timepieces LLC

Primary Contact:
Email: Hello@movementnfc.com
Phone: +1 (571) 265-4746

Mailing Address:
Movement NFC Timepieces LLC
7005 Benjamin Street
McLean, VA 22101

Privacy Rights Requests:
Subject Line: "Privacy Rights Request"
Include: Your name, email address, phone number, and specific request

Response Time: We will respond to all privacy inquiries and requests within 30 days (or 45 days for VCDPA requests). For complex requests, we may extend the response time and will notify you of the extension.

Complaint Resolution: If you are not satisfied with our response to your privacy concern, you may have the right to lodge a complaint with your local data protection authority or the Virginia Attorney General's Office.

14. DO NOT SELL MY PERSONAL INFORMATION
Movement NFC Timepieces LLC does not sell your personal information to third parties as defined by the CCPA and VCDPA.

However, we do engage in targeted advertising, which may be considered "sharing" under certain privacy laws. You have the right to opt-out of such targeted advertising.

To Opt-Out of Targeted Advertising:

Email: Hello@movementnfc.com with subject "Opt-Out of Targeted Advertising"
Cookie Settings: Disable targeting cookies in your browser
Third-Party Opt-Outs: Use industry opt-out tools (NAI, DAA)
We Will Never:

Sell your contact information to data brokers
Share your payment information except to process transactions
Disclose your purchase history to unaffiliated third parties for their marketing purposes

15. CALIFORNIA SHINE THE LIGHT LAW

California Civil Code Section 1798.83 permits California residents to request information regarding the disclosure of personal information to third parties for direct marketing purposes.

Movement NFC Timepieces LLC does not share personal information with third parties for their direct marketing purposes without your explicit consent.

16. ACCESSIBILITY

Movement NFC Timepieces LLC is committed to ensuring that our Privacy Policy and website are accessible to all individuals, including those with disabilities. If you have difficulty accessing this Privacy Policy, please contact us at Hello@movementnfc.com for assistance.

17. ACKNOWLEDGMENT AND CONSENT

By using MovementNFC.com, creating an account, making a purchase, or providing your personal information to Movement NFC Timepieces LLC, you acknowledge that:

✓ You have read and understood this Privacy Policy
✓ You consent to the collection, use, and disclosure of your information as described
✓ You agree to receive transactional communications necessary for order fulfillment
✓ You understand your privacy rights and how to exercise them
✓ You consent to the processing of your information in the United States

For marketing communications, you will be asked for separate opt-in consent.

This Privacy Policy is effective as of January 20, 2026, and governs all data collection and processing by Movement NFC Timepieces LLC.