

# Privacy Policy

**Last updated: October 20, 2025**

Mr. Lord Barley operates this store and website, including all related information, content, features, tools, products, and services, in order to provide you, the customer, with a curated shopping experience (the "Services"). Mr. Lord Barley is powered by **Whop**, which enables us to provide the Services to you. This Privacy Policy describes how we collect, use, and disclose your personal information when you visit, use, or make a purchase or other transaction using the Services or otherwise communicate with us. If there is a conflict between our Terms of Service and this Privacy Policy, this Privacy Policy controls with respect to the collection, processing, and disclosure of your personal information.

Please read this Privacy Policy carefully. By using and accessing any of the Services, you acknowledge that you have read this Privacy Policy and understand the collection, use, and disclosure of your information as described in this Privacy Policy.

## Personal Information We Collect or Process

When we use the term "personal information," we are referring to information that identifies or can reasonably be linked to you or another person. Personal information does not include information that is collected anonymously or that has been de-identified. We may collect or process the following categories of personal information, depending on how you interact with the Services, where you live, and as permitted or required by applicable law:

- **Contact details:** name, address, billing/shipping address, phone number, email
- **Financial information:** credit/debit card numbers, payment details, transaction history
- **Account information:** username, password, preferences, settings
- **Transaction history:** items viewed, carted, wish listed, purchased, returned, exchanged
- **Communications:** messages or inquiries sent to us
- **Device information:** browser, network, IP address, unique identifiers
- **Usage data:** interactions with the Services, navigation patterns

## Personal Information Sources

We may collect personal information from:

- **You directly:** when you create an account, make a purchase, or contact us
- **Automatically:** via cookies, device data, and usage tracking
- **Service providers:** who enable technology or process data on our behalf
- **Partners and third parties:** who help us deliver and improve the Services

## How We Use Your Personal Information

Depending on your interaction with us, we may use your personal information to:

- **Provide, tailor, and improve the Services**
- **Process payments, fulfill orders, and manage your account**
- **Send notifications and personalize your experience**
- **Deliver marketing and promotional communications**
- **Authenticate accounts and prevent fraud**
- **Respond to legal requests and enforce our policies**
- **Offer customer support and maintain our relationship with you**

#### How We Disclose Personal Information

We may disclose your personal information under the following circumstances:

- **With Whop**, vendors, and third-party service providers (e.g., payment processors, fulfillment partners, analytics platforms)
- **With business and marketing partners** to deliver personalized advertising and promotional content
- **At your direction or with your consent**, including social media integrations or shipping requests
- **Within our corporate group or affiliates**
- **In connection with legal obligations**, mergers, or enforcement of our rights

#### Relationship with Whop

The Services are hosted by **Whop**, which collects and processes personal information about your access to and use of the Services in order to provide and improve the platform. Information you submit may be transmitted to and shared with Whop and its partners, including those located in countries outside your residence. Whop may also use data from your interactions with our store and other merchants to enhance platform features and performance.

In these cases, **Whop is responsible for processing your personal information**, including responding to any requests to exercise your rights. To learn more about how Whop uses your personal information and your rights, please refer to the Whop Privacy Policy.

#### Third-Party Websites and Links

The Services may contain links to third-party websites or platforms. We are not responsible for the privacy, security, or accuracy of content on those sites. Please review their privacy policies before sharing personal information. Public or semi-public venues, including social media platforms, may expose your information to other users beyond our control.

#### Children's Data

The Services are not intended for use by children, and we do not knowingly collect personal information from individuals under the age of majority in your jurisdiction. If you are a parent or guardian of a child who has provided us with personal information, you may contact us using the details below to request its deletion.

As of the effective date of this Privacy Policy, we do not have actual knowledge that we “share” or “sell” (as defined by applicable law) personal information of individuals under 16 years of age.

### Security and Retention of Your Information

Please note that no security system is impenetrable, and we cannot guarantee “perfect security.” Information transmitted to us may not be secure while in transit. We recommend avoiding unsecure channels when sending sensitive or confidential information.

We retain personal information based on factors such as account maintenance, service delivery, legal compliance, dispute resolution, and enforcement of contracts or policies.

### Your Rights and Choices

Depending on your jurisdiction, you may have rights regarding your personal information. These rights are not absolute and may apply only in specific circumstances. We may decline requests as permitted by law.

- **Right to Access / Know** – Request access to personal information we hold about you.
- **Right to Delete** – Request deletion of personal information we maintain.
- **Right to Correct** – Request correction of inaccurate personal information.
- **Right of Portability** – Request a copy of your personal information or its transfer to a third party, subject to limitations.
- **Right to opt Out of Sale or Sharing for Targeted Advertising** – Depending on your location, you may opt out of the “sale” or “sharing” of your personal information or its use for targeted advertising. You can exercise this right [here](#).

If you visit our website with the Global Privacy Control (GPC) signal enabled, we will treat it as a valid opt-out request for the device and browser used. To learn more about GPC, visit [globalprivacycontrol.org](https://globalprivacycontrol.org). Other than GPC, we do not recognize “Do Not Track” signals from browsers or devices.

### Managing Communication Preferences

We may send promotional emails, which you can opt out of at any time using the unsubscribe link provided. Opting out will not affect transactional or account-related communications.

You may exercise your rights via the Services or by contacting us directly using the details below. We will not discriminate against you for exercising your rights. We may need to verify your identity before processing requests, as required by law. You may also designate an authorized agent to act on your behalf, subject to verification.

## Complaints

If you have concerns about how we process your personal information, please contact us using the details below. Depending on your location, you may have the right to appeal our decision or file a complaint with your local data protection authority.

## International Transfers

We may transfer, store, and process your personal information outside your country of residence. For transfers out of the European Economic Area or the United Kingdom, we rely on recognized legal mechanisms such as the European Commission’s Standard Contractual Clauses or equivalent UK contracts, unless the destination country has been deemed to provide adequate protection.

## Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or for legal, regulatory, or operational reasons. Updates will be posted on this website, with the “Last updated” date revised accordingly. We will provide notice as required by applicable law.

## Contact

If you have questions about our privacy practices or this Privacy Policy—or wish to exercise your rights—please contact us at:

**Email:** [mrlordbarley@gmail.com](mailto:mrlordbarley@gmail.com)