



Privacy Policy

Last updated: December 6, 2025

At **BigToys** we take your privacy very seriously. This policy explains how we collect, use, store, and protect your personal information when you use our online store, social media, and customer service channels.

1. Data Controller

The entity responsible for processing your data is **BigToys**, a store specializing in radio-controlled products (cars, helicopters, airplanes, spare parts and accessories).

- Contact email: ventas@bigtoyspereira.com
- Location: Colombia

2. Data we collect

We can collect the following information:

- Name and surname.
- Email address and cell phone number.
- Shipping address and information needed to process your orders.
- Account information: username, encrypted password, and preferences.
- Browsing data: IP address, device, pages visited, shopping cart, wishlist, and actions within the site.

3. Purpose of the treatment

Your personal data for:

- Create and manage your account on BigToys.
- Process orders, payments, shipments and returns.

- Send notifications about the status of your order.
- Send commercial information and news (only if you authorize it).
- Improve the user experience in the store.
- Prevent fraud and protect the security of the platform.

4. Legal basis for processing

We process your data based on: (i) your consent, (ii) the execution of a sales contract, and (iii) compliance with legal obligations applicable to electronic commerce.

5. Information preservation

We will retain your personal data for as long as you have an active account or a business relationship with us. Afterwards, we may retain certain information for the periods necessary to comply with accounting, tax, or legal obligations.

6. Sharing data with third parties

We do not sell your personal information. We may share data in a limited way with:

- Payment gateways (e.g., Wompi or others) to process transactions.
- Logistics and transport companies to manage shipments.
- Technology service providers (hosting, analytics, transactional email).

They are all obligated to protect the information and use it only for authorized purposes.

7. Information Security

We implement technical and organizational security measures to protect your data against unauthorized access, loss, or alteration. However, no system is 100% infallible, and we cannot guarantee absolute security.

8. User Rights

As the owner of your data, you can exercise the following rights:

- Check what data we have about you.
- Update or correct your information.
- Request the deletion of your data when legally possible.

- Revoke consent for commercial communications.

To exercise your rights, write to us at ventas@bigtoyspereira.com.

9. Cookies and similar technologies

We use cookies and similar technologies to remember your session, maintain your shopping cart, improve site performance, and perform analytics. You can configure your browser to block them, but some store features may stop functioning correctly.

10. Changes to this policy

BigToys may update this Privacy Policy at any time. We will post the current version at this same link, indicating the date of the last update.