

Privacy Policy

West Homewood Food Market Vendor Portal | Effective Date: October 15, 2026

West Homewood Food Market ("we," "us"), operates an invite-only Vendor Portal. This Privacy Policy explains what information we collect from vendors, how we use it, and the choices you have.

1. Information We Collect

- **Account information:** your email address and a password (stored in protected form), and any name or business name associated with your account.
- **Market activity:** the market dates you sign up for, your payment and confirmation status, booth assignments, and any cancellations.
- **Messages:** the content of messages you send to and receive from the Market through the message center.
- **Payment information:** invoices and payments are handled by QuickBooks (Intuit Inc.). We receive payment status and related invoice details, but we do not collect or store your full card or bank account numbers.
- **Technical information:** basic log and device data such as IP address, browser type, and login times, used to keep the Vendor Portal secure and working.

2. How We Use Information

- To create and manage your invited account and verify your identity at login;
- To process market date signups, create invoices, and confirm payment;
- To assign booths and publish market maps and schedules;
- To communicate with you, including invitations, message notifications, confirmations, reminders, and market updates;
- To maintain security, prevent misuse, and troubleshoot problems;
- To meet legal, accounting, and tax obligations.

3. How We Share Information

We do not sell your personal information. We share it only as follows:

- **Other vendors:** once a market map is published, participating vendors can see each vendor's business name and assigned location for that market date.
- **Service providers:** companies that help us operate the Vendor Portal, such as QuickBooks/Intuit for invoicing and payments, and providers of hosting, database, and email delivery. They may access information only to perform services for us.
- **Legal and safety:** when required by law or to protect the rights, property, or safety of the Market, vendors, or others.
- **Business transfers:** if the Market is sold or reorganized, information may transfer to the new operator.

4. Cookies and Similar Technologies

The Vendor Portal uses cookies or similar technologies that are necessary for login sessions and security. We do not use them for third-party advertising.

5. Data Retention

We keep your information for as long as your account is active and as needed for the purposes above, including financial recordkeeping and resolving disputes. When information is no longer needed, we delete or de-identify it, subject to legal retention requirements.

6. Security

We use reasonable administrative and technical safeguards, including access controls and encrypted connections, to protect your information. No system is completely secure, and we cannot guarantee absolute security. Please keep your password confidential.

7. Your Choices

- You may ask us to access, correct, or delete your information by contacting us below. We may retain certain records where required by law or for legitimate business purposes such as accounting.
- Operational emails (invitations, confirmations, payment and message notifications) are part of using the Vendor Portal. You may ask us to limit non-essential communications.
- Depending on where you live, you may have additional privacy rights under applicable law. Contact us to make a request.

8. Children's Privacy

The Vendor Portal is intended for business use by adults and is not directed to children under 13. We do not knowingly collect information from children.

9. Third-Party Services

QuickBooks and other third-party services have their own privacy policies, and we encourage you to review them. We are not responsible for their practices.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted with a new effective date. Continued use of the Vendor Portal after an update means you accept the changes.

11. Contact Us

Questions or requests about privacy: hello@wehofoodmarket.com