



NOFU

PRIVACY POLICY

Effective Date: July 23, 2026 | Last Updated: July 23, 2026

Quick Summary (Plain Language)

We collect only what is necessary to provide our phygital services: account info, shipping details for physical products, wallet addresses for digital ownership, and usage data. We use strong privacy measures for physical shipments (routing via our HQ to protect your wallet linkage). Blockchain data is public by nature. You have strong rights under GDPR (including if you are in Croatia or the EU) — access, deletion, objection, etc. We do not sell your personal data. This policy protects both you (transparency + rights) and NOFU (clear rules + legal compliance). Please read the full policy below.

1. Introduction & Who We Are

NOFU ("we", "us", or "our") operates a phygital collectibles platform that allows artists, designers, brands, and creators to tokenize original sketches and ideas into Non-Fungible Tokens (NFTs). These NFTs serve as digital artworks and verifiable certificates of ownership for corresponding physical products. Our services include the website at <https://nofu.co>, wallet connections, tokenization tools, marketplace features, and related community experiences (collectively, the "Platform" or "Services").

This Privacy Policy explains how we collect, use, disclose, store, and protect your personal data when you visit our website, create an account, connect a cryptocurrency wallet, purchase or create phygital collectibles, participate in our community, or otherwise use our Services.

We are deeply committed to protecting your privacy. This policy is designed to be transparent and to give you control over your data while allowing us to deliver a high-quality, trustworthy phygital experience. It applies globally but places special emphasis on compliance with the General Data Protection Regulation (GDPR) for users in the European Union, including Croatia.

By accessing or using the Platform, you acknowledge that you have read and understood this Privacy Policy.

2. Information We Collect

We collect information to provide, improve, and secure our Services. The types of data we collect include:

a. Personal Identification & Account Information

- Name, email address, username, and profile information you provide when creating an account.
- Shipping and billing addresses (required when purchasing physical products).
- Payment details (processed securely by third-party payment providers; we do not store complete credit card numbers).
- Identity verification information when required by law (e.g., for anti-money laundering or high-value transactions).

b. Blockchain & Digital Ownership Data

- Cryptocurrency wallet addresses you connect to the Platform.
- Transaction data, NFT ownership records, and metadata associated with phygital collectibles.
- On-chain activity related to tokenization of sketches and products.

Important: Much of the data recorded on public blockchains is inherently public, transparent, and immutable. We cannot delete or alter information once it is recorded on the blockchain. This is a fundamental characteristic of blockchain technology.

c. Usage, Technical & Analytics Data

- IP address, device type, operating system, browser type and version.
- Pages visited, features used, time spent on the Platform, and interaction patterns.
- Referral sources and marketing campaign data.
- Cookies, web beacons, and similar tracking technologies (see Section 9).

d. Communication & Support Data

- Information you provide when contacting support, submitting feedback, or participating in surveys.
- Messages sent through community channels (e.g., Discord or other platforms we may use).

e. Creator & Content Data

- Details about sketches, designs, products, and intellectual property you submit for tokenization (including images, descriptions, and metadata).
- Licensing, ownership, and provenance information related to your creations.

f. Physical Product & Shipping Data

When you purchase a physical collectible, we collect shipping information. To protect your privacy and minimize the linkage between your wallet address and personal details, we use privacy-preserving methods such as routing shipments through our headquarters or employing rotating intermediary mechanisms. This is a core part of our commitment to user privacy.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To provide and operate the Platform, including account management, tokenization, NFT minting/transfer, and processing of phygital purchases.
- To arrange shipping and delivery of physical products while protecting your privacy through our secure logistics processes.
- To verify your identity, prevent fraud, and ensure platform security and compliance with legal requirements.
- To communicate with you about your account, transactions, platform updates, and (with your consent) marketing or promotional content.
- To analyze usage patterns and improve the Platform, user experience, and our services.
- To respond to your inquiries, provide customer support, and resolve issues.
- To comply with applicable laws, regulations, and legal processes (including tax, anti-money laundering, and sanctions screening).
- To enforce our Terms of Service and protect our rights, property, and safety (and that of our users and the public).

4. Legal Basis for Processing (GDPR & Global Compliance)

If you are located in the European Union (including Croatia) or the European Economic Area, we process your personal data under the following legal bases as required by the GDPR:

- **Consent:** We rely on your consent for sending marketing communications and using certain non-essential cookies. You can withdraw consent at any time.
- **Performance of a Contract:** Processing is necessary to provide the Services you request (e.g., account creation, purchases, tokenization, shipping).
- **Legitimate Interests:** We process data for purposes such as improving our services, ensuring security, preventing fraud, and analyzing usage, provided these interests are not overridden by your rights and freedoms.
- **Legal Obligations:** We process data when required to comply with laws (e.g., record-keeping, responding to lawful requests from authorities).

For users outside the EU, we process data based on consent, contract performance, legitimate interests, or other applicable legal bases under local laws.

5. Sharing and Disclosure of Your Information

We do not sell your personal data. We may share information in the following limited circumstances:

a. Service Providers & Partners

We share data with trusted third parties who perform services on our behalf, such as hosting, cloud storage, email delivery, payment processing, analytics, and logistics/shipping. These providers are contractually obligated to protect your data and use it only for the purposes we specify.

b. Blockchain Networks

Transaction data, wallet addresses, and NFT ownership are recorded on public blockchains. This data is visible to anyone and cannot be removed. By using our Services, you acknowledge and accept this public nature of blockchain data.

c. Legal & Safety Requirements

We may disclose information if required by law, regulation, court order, or governmental request, or to protect our rights, property, users, or the public from harm.

d. Business Transfers

In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your data.

e. With Your Consent

We may share information for other purposes when you have given us explicit consent to do so.

We carefully select partners and require them to maintain high standards of data protection, especially for shipping and logistics providers involved in physical deliveries.

6. International Data Transfers

NOFU operates internationally. Your personal data may be transferred to, stored, and processed in countries outside your country of residence, including countries that may have different (and potentially less protective) data protection laws than your jurisdiction.

When we transfer personal data from the European Union or Croatia, we use appropriate safeguards as required by the GDPR. These may include Standard Contractual Clauses (SCCs) approved by the European Commission, Binding Corporate Rules, or reliance on adequacy decisions. We take reasonable steps to ensure your data receives an adequate level of protection.

7. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, to comply with our legal obligations, resolve disputes, and enforce our agreements.

- Account and profile data: Retained while your account is active and for a reasonable period afterward to allow for account recovery or legal compliance.
- Transaction and ownership records: Retained as required for legal, tax, and accounting purposes (often several years).
- On-chain blockchain data: Permanent and immutable by the nature of distributed ledger technology.
- Marketing data: Retained until you unsubscribe or withdraw consent.

When data is no longer needed, we securely delete or anonymize it. You may request deletion of your off-chain personal data (we will respond in accordance with applicable law, though on-chain data cannot be deleted).

8. Your Privacy Rights

We respect your rights regarding your personal data. The specific rights available to you depend on your location and applicable law.

For users in the European Union (including Croatia) – GDPR Rights:

- **Right of Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can ask us to correct inaccurate or incomplete data.

- **Right to Erasure ("Right to be Forgotten"):** You can request deletion of your personal data (subject to legal exceptions and blockchain limitations).
- **Right to Restrict Processing:** You can ask us to limit how we use your data in certain circumstances.
- **Right to Data Portability:** You can request your data in a structured, commonly used, machine-readable format.
- **Right to Object:** You can object to processing based on legitimate interests or for direct marketing.
- **Right to Withdraw Consent:** You can withdraw consent at any time (this does not affect processing already carried out).
- **Right to Lodge a Complaint:** You have the right to complain to a supervisory authority. In Croatia, this is the Agencija za zaštitu osobnih podataka (AZOP).

To exercise any of these rights, please contact us at privacy@nofu.co. We will verify your identity and respond within the timeframes required by law (generally one month for GDPR requests).

For users in other jurisdictions (such as California under the CCPA/CPRA), you may have similar rights including the right to know what data we collect, request deletion, and opt out of any "sale" of data (we do not sell personal data).

9. Cookies, Tracking Technologies & Analytics

We use cookies, local storage, and similar technologies to enhance functionality, analyze usage, and personalize your experience. These may include essential cookies (required for the Platform to work), analytics cookies, and (with your consent) marketing cookies.

You can manage cookie preferences through your browser settings or our cookie consent banner (where available). Disabling certain cookies may affect the functionality of the Platform. For more details, please refer to our separate Cookie Policy (available on our website).

10. Security of Your Information

We implement reasonable and appropriate technical, administrative, and physical security measures designed to protect your personal data from unauthorized access, disclosure, alteration, and destruction. These measures include encryption in transit, access controls, regular security assessments, and staff training.

However, no security system is impenetrable, and we cannot guarantee the absolute security of your information, particularly data stored on public blockchains. You are responsible for keeping your wallet credentials, private keys, and account passwords secure. Please notify us immediately if you believe your account or data has been compromised.

11. Children's Privacy

Our Platform and Services are not directed to individuals under the age of 16 (or the applicable age of digital consent in your jurisdiction). We do not knowingly collect personal data from children. If we become aware that we have collected personal data from a child without verified parental consent, we will take reasonable steps to delete that information as quickly as possible.

12. Third-Party Links, Services & Integrations

Our Platform may contain links to third-party websites, applications, or services (for example, external NFT marketplaces, social platforms, or payment providers). We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing any personal information.

When you connect a third-party wallet (such as MetaMask) or use integrated services, the privacy policies of those providers also apply to the data they process.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or for other operational reasons. When we make material changes, we will update the "Last Updated" date at the top of this policy and provide prominent notice on our website or via email (where appropriate).

Your continued use of the Platform after any changes constitutes your acceptance of the updated Privacy Policy. We recommend reviewing this policy periodically.

14. Contact Us & How to Exercise Your Rights

If you have any questions, concerns, requests, or complaints about this Privacy Policy or how we handle your personal data, please contact us:

- **Email:** privacy@nofu.co
- **Website Contact Form:** <https://nofu.co/contact>
- **Postal Address:** NOFU – Privacy Team (please use the website contact form for the most current address)

*For users in the European Union, including Croatia, you also have the right to lodge a complaint with your local data protection supervisory authority. In Croatia, this is the **Agencija za zaštitu osobnih podataka (AZOP)**.*

15. Governing Law & Miscellaneous

This Privacy Policy is governed by and shall be construed in accordance with applicable data protection and privacy laws, with particular regard to the GDPR for individuals in the European Union and Croatia. Any disputes arising under this policy shall be resolved in accordance with those laws and the dispute resolution mechanisms available in the relevant jurisdiction.

If any provision of this Privacy Policy is found to be invalid or unenforceable, the remaining provisions will remain in full force and effect.

Thank you for trusting NOFU with your data.

We are committed to handling your information responsibly and transparently as we build the future of phygital ownership together.

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This document is provided for informational purposes and constitutes our current privacy practices.