PRIVACY POLICY

Last updated: 10 August 2026

This Privacy Policy explains how Olmteka S.A.S. de C.V. collects, uses, discloses, and protects personal data when you visit our websites, contact us, purchase offerings, or interact with our channels and integrations. It also explains your privacy rights and how to exercise them.

Speclang is part of the Olmteka brand portfolio, including Speclang (services), Speclang Shop (commerce), Axtlan (media), and related portals.

1. CONTROLLER / BUSINESS IDENTIFICATION

Data Controller (where Olmteka determines the purposes and means of processing):
Olmteka S.A.S. de C.V. (México)
RFC: OLM2108021T9
Address: Blvd. Bernardo Quintana Arrioja 7001, Santiago de Querétaro, QRO, 76090, Mexico
Primary Contact: contact@olmteka.com

If a third-party platform processes your personal data for its own purposes (e.g., marketplace checkout, DSP account management), that platform is an independent controller under its own privacy policy.

2. SCOPE AND SALES CHANNELS

This policy covers Olmteka-controlled sites, forms, communications, direct checkout flows, and related brand/store operations, and it also describes how data may be handled across these channels:

A) Olmteka-operated sites / portals / direct storefronts (where active):
- speclang.pro and subdomains (including Speclang Shop, shop pages, app/client portal, forms, and checkout flows hosted directly by Olmteka or through hosting providers such as Hostinger)
- axtlan.mx and related Olmteka/Axtlan pages
- olmteka.com and related Olmteka pages

B) Third-party hosted commerce / fulfillment / marketplaces (where active):
- Shopify-hosted storefronts and related apps/integrations used for Axtlan Shop or other brand storefronts where applicable
- Printful or other fulfillment partners for POD production/shipping
- Amazon marketplace listings
- Meta/Facebook and Instagram commerce surfaces
- Mercado Libre listings
- TikTok / TikTok Shop commerce surfaces
- Pinterest catalogs, product pins, and shopping features
- WhatsApp / WhatsApp Business / WhatsApp Catalog commerce and order-intake features
- ArtStation prints/listings

C) Digital assets storefront (where active):
- Fab.com (digital assets/models/files storefront)

D) Music distribution ecosystem:
- DistroKid distribution tooling
- DSPs/stores (streaming/download platforms)

Important: When you transact on a third-party platform, marketplace, social-commerce channel, messaging-commerce channel, or hosted storefront not directly controlled by Olmteka, that third party's privacy policy and data practices also apply. Olmteka receives only the data that the relevant platform or partner shares with us (typically order, fulfillment, support, dispute, catalog, or messaging-related data) and uses it for the purposes described below.

3. PERSONAL DATA WE COLLECT

We collect personal data you provide, data generated through your use of our services, and data received from platforms/partners.

3.1 Data you provide directly

- Identity and contact data: name, email address, billing/shipping address, phone number (if provided)
- Account data: login credentials for Speclang portals (where available), account preferences
- Order and support data: order details, messages, support tickets, refund/claim communications
- Service intake data (Services lane): files you submit, instructions, reference materials, terminology lists, style guides, and related project data
- Compliance or verification data (anti-fraud): proof of purchase, delivery evidence, and limited identity verification information where lawful and proportionate
- Marketing preferences: subscription status and consent/opt-out choices

3.2 Data collected automatically (site/app usage)

- Device and usage data: IP address, device type, browser type, operating system, referring URLs, pages viewed, timestamps, interaction events, approximate location inferred from IP
- Cookie and tracking data: identifiers and signals used for site functionality, analytics, and advertising (see Section 6)

3.3 Data received from third parties

- From commerce platforms, hosted storefront providers, marketplaces, social-commerce channels, messaging-commerce channels, and catalog integrations: order identifiers, items purchased or requested, shipping status, customer contact details needed for fulfillment/support, messaging/order-intake content, and dispute references (as permitted by the platform)
- From payment processors: payment status, fraud signals, chargeback/dispute status (we do not receive full payment card numbers)
- From fulfillment/shipping partners: production status, tracking numbers, delivery scans, and shipment

exceptions
- From music/distribution platforms: release identifiers, distribution status, and support-relevant metadata (end-user payment data is controlled by DSPs/stores)

4. HOW WE USE PERSONAL DATA

We use personal data for the following purposes:

A) Provide and operate our offerings

- Process orders (Services, Physical, Digital) and provide deliverables
- Manage accounts and customer support
- Communicate about orders, production, delivery, and updates
- Provide project execution (Services lane), including receiving and processing client materials

B) Fulfillment and logistics (Physical lane)

- Coordinate POD production, shipment creation, tracking, delivery confirmation, and claims handling

C) Digital delivery and license enforcement (Digital lane)

- Provide access to digital downloads, manage access controls, and support defect remediation
- Detect and prevent unauthorized redistribution or access abuse

D) Business operations

- Accounting, invoices, tax compliance, and recordkeeping
- Internal analytics and performance measurement
- Service quality control and operational improvement

E) Security, fraud prevention, and abuse mitigation

- Prevent scams, fraudulent orders, chargeback abuse, false non-delivery claims, and evidence manipulation
- Protect our systems, staff, customers, and partners
- Preserve records required for dispute defense and lawful investigations

F) Marketing and communications (where permitted)

- Send service updates, product announcements, and promotions if you opted in or where lawful
- Measure marketing effectiveness and manage suppression lists (opt-outs)

G) Legal compliance

- Comply with applicable law, regulatory obligations, lawful requests, and enforce our Terms & Conditions and policies

5. LEGAL BASES

Where applicable law requires a legal basis (e.g., EU/EEA/UK GDPR-style frameworks), we process personal data on one or more of the following grounds:

- Contract: to perform a contract with you or take steps at your request prior to entering a contract
- Legitimate interests: to operate and improve our business, secure our systems, prevent fraud/abuse, and provide customer support (balanced against your rights)
- Consent: for certain cookies/trackers, and for marketing where required
- Legal obligation: to comply with tax, accounting, consumer protection, and other legal requirements
- Vital interests: in rare cases where necessary to protect safety

If you are in a jurisdiction that uses different terminology (e.g., Mexico's LFPDPPP, Canada's PIPEDA, U.S. state privacy laws), we apply the equivalent lawful basis, consent, notice, and rights handling required by that jurisdiction.

6. COOKIES, TRACKERS, AND INTEGRATIONS

6.1 What cookies/trackers are
Cookies and similar technologies (pixels, tags, local storage, SDKs) help operate sites, remember preferences, understand usage, and support advertising/measurement.

6.2 Types of cookies/trackers we may use

- Strictly necessary: required for site functionality, security, shopping cart, and checkout
- Preferences: remember settings and choices
- Analytics: understand site usage and performance
- Advertising/measurement: measure campaigns and support advertising delivery on eligible platforms

Depending on the page and platform involved, analytics and advertising/measurement technologies may be provided by hosting providers, commerce platforms, advertising networks, embedded-content providers, or other third-party services.

6.3 Shopify, hosting providers, advertising tools, analytics tools, and third-party technologies If you use a Speclang- or Axtlan-branded storefront, checkout, or commerce surface hosted or supported by a third-party provider (including Shopify-hosted storefronts, installed apps, or related integrations), that provider and its integrations may place cookies and process data needed to run storefront functionality, checkout, fraud prevention, analytics, advertising/measurement, and related commerce operations.

Directly hosted Olmteka-operated sites may also use cookies and similar technologies through hosting providers, analytics tools, advertising tools, payment tools, embedded content, and related integrations.

Where active on eligible pages or platforms, these technologies may include analytics, advertising/measurement, campaign reporting, fraud prevention, embedded-content functionality, and related operations. Depending on the site, page, platform, and integration involved, third parties may store or read cookies or similar identifiers on your device under their own settings, policies, and legal obligations.

6.4 Consent and controls
Where required by applicable law, we use the consent, notice, and privacy-control mechanisms made available by the relevant site, platform, or service configuration for non-essential cookies and similar technologies. Available controls may vary depending on the site, language version, platform, region, and integration method used.

On some services, we may provide direct consent or preference controls. On other services, consent and privacy controls may be provided by the hosting platform, storefront provider, marketplace, embedded service, browser settings, or relevant third-party vendor settings.

Blocking or limiting certain cookies or similar technologies may affect site functionality, advertising features, analytics, personalization, embedded content, messaging, or checkout-related operations.

6.5 "Do Not Track"
Some browsers transmit "Do Not Track" signals. There is no universal standard for honoring these signals. We handle cookie preferences through the controls described above where available.

6.6 Third-party links and embeds
Content embeds (e.g., video or social embeds) may allow third parties to collect data under their own policies when you interact with them.

7. DISCLOSURE OF PERSONAL DATA (WHO WE SHARE WITH)

We disclose personal data only as needed for the purposes in Section 4, including:

A) Service providers and vendors (processors)

- Hosting, email delivery, customer support tools, analytics providers
- Payment processing and fraud screening partners
- Fulfillment partners (e.g., POD production) and shipping carriers
- Professional advisors (legal/accounting) under confidentiality where appropriate

B) Platforms, hosted storefronts, and marketplaces (independent controllers)

If you buy through or interact with Shopify-hosted storefronts, Amazon, Meta/Facebook, Instagram, Mercado Libre, TikTok, Pinterest, WhatsApp commerce features, ArtStation, Fab, DSPs/stores, or other third-party commerce or messaging platforms, those platforms process data under their own policies and may share limited data with us for fulfillment, support, fraud prevention, catalog operations, communications, and disputes.

C) Legal, compliance, and enforcement
We may disclose data if required by law or to:

- respond to lawful requests (courts, authorities),
- enforce our Terms & Conditions and policies,
- protect rights, safety, and property,
- prevent fraud and abuse.

D) Business transfers
If we undergo a corporate transaction (e.g., restructuring, merger, asset transfer), personal data may be transferred subject to appropriate safeguards and legal requirements.

We do not sell personal data for money. If we engage in advertising measurement or audience-related sharing that may be defined as “sharing” or “targeted advertising” in some jurisdictions, we provide opt-out mechanisms where required (see Section 11).

8. INTERNATIONAL DATA TRANSFERS

Because we operate internationally and use global vendors/platforms, personal data may be transferred to and processed in countries other than where you live. Where required, we use appropriate safeguards, such as contractual protections and recognized transfer mechanisms, and we apply access controls and data minimization.

If a third-party platform is the controller (e.g., marketplaces, DSPs/stores), that platform is responsible for its transfer mechanisms under its own policy.

9. DATA RETENTION

We retain personal data only as long as necessary for the purposes described, including:

- active customer relationship and support,
- order and fulfillment recordkeeping,
- tax/accounting obligations,
- dispute, chargeback, and fraud prevention evidence,

- legal compliance.

Retention periods vary by data type and legal requirement. When data is no longer needed, we delete, anonymize, or securely archive it consistent with legal obligations and operational requirements.

10. SECURITY

We use commercially reasonable technical and organizational measures designed to protect personal data from unauthorized access, misuse, loss, and alteration, including access controls, least-privilege practices, and secure handling procedures. No system is 100% secure; you are responsible for safeguarding your account credentials and using secure devices/networks.

11. YOUR RIGHTS AND CHOICES

Your rights depend on where you live and how you interact with us. We honor applicable rights under mandatory law.

11.1 EU/EEA/UK-style rights (where applicable)
You may have the right to:

- access your personal data
- correct inaccurate data
- delete data (with legal exceptions)
- restrict processing
- object to processing based on legitimate interests (including certain marketing)
- data portability (in certain cases)
- withdraw consent (where processing is based on consent)
- lodge a complaint with a supervisory authority

11.2 Mexico (LFPDPPP) rights (where applicable)
You may have ARCO rights:

- Acceso (access), Rectificación (rectification), Cancelación (cancellation), Oposición (objection), and rights related to consent and limitation of use/disclosure, subject to legal conditions.

11.3 Canada (PIPEDA) rights (where applicable)
You may request access to personal information we hold about you and request corrections, subject to legal limits.

11.4 U.S. state privacy rights (where applicable)
Depending on your state, you may have rights to:

- know/access categories and specific pieces of personal information
- delete personal information (with exceptions)
- correct personal information
- opt out of “sale”/“sharing” or targeted advertising (as defined by law)
- limit use/disclosure of sensitive personal information (where applicable)
- not be discriminated against for exercising privacy rights

11.5 Marketing preferences
You can opt out of marketing emails at any time by using the unsubscribe link or contacting us. Transactional communications (order confirmations, support, legal notices) are not marketing and may still be sent.

11.6 Cookie/advertising controls
Where required and where technically available through the relevant site or platform, we provide or rely on cookie notice, consent, or preference mechanisms for non-essential cookies and similar technologies. In some cases, available controls may depend on the platform, integration method, region, or third-party service involved.

You can also limit cookies and similar technologies through your browser settings and, where applicable, through third-party platform or vendor controls. If an opt-out or preference control is available for targeted advertising, advertising-related sharing, analytics, or similar processing under your jurisdiction, we honor it when technically feasible within the constraints of the relevant platform or third-party service.

12. HOW TO EXERCISE YOUR RIGHTS / REQUESTS PROCESS

Submit requests to: contact@olmteka.com
Include: your name, email used, relevant order/platform IDs, and the specific request.

12.1 Verification
To protect you from scams and unauthorized requests, we may require proportionate verification (e.g., confirming control of the email account, order verification, or additional proof where lawful). If an agent submits a request for you, we may require proof of authorization.

12.2 Response timing
We respond within the timeframes required by applicable law. Timing may be extended where legally permitted due to complexity or volume, in which case we will notify you.

12.3 Limits and exceptions
Rights are subject to legal exceptions (e.g., retention required for tax/accounting, dispute evidence, fraud prevention, security, and legal claims).

13. AUTOMATED DECISION-MAKING AND FRAUD CONTROLS

We may use limited automated signals for security and fraud prevention (e.g., risk scoring for transactions, abuse pattern detection for claims). Where required by law, you may request human review or contest certain decisions, subject to platform constraints and mandatory law.

14. CHILDREN / MINORS

Our sites and offerings are not directed to children. We do not knowingly collect personal data from children where prohibited by law. If you believe a child has provided personal data, contact us and we will take appropriate action.

15. CHANGES TO THIS POLICY

We may update this Privacy Policy to reflect legal, operational, or channel changes. The “Last updated” date indicates the effective date. Material changes may be posted on our sites and/or communicated through relevant channels where required.

16. LANGUAGE

The Mexicano-language version of this document is the original and governing version, and in the event of any conflict, discrepancy, or difference in interpretation between the Mexicano version and any translation, the Mexicano version prevails for all legal purposes.

17. CONTACT

Privacy inquiries and rights requests: contact@olmteka.com

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