

SHOPIFY'S PRIVACY POLICY

This Privacy Policy describes how and for what purposes we collect, use, and share your personal information. We are committed to protecting your privacy and ensuring that your personal information is handled in a secure and responsible manner. This policy applies to all of our services, including our website, mobile applications, and any other digital or physical services we provide. We encourage you to read this policy carefully to understand how we protect your privacy and how you can control your personal information.

What Information We Collect

We collect personal information from you when you use our services. This information may include your name, email address, phone number, and other contact information. We also collect information about your device, such as your IP address, browser type, and operating system. We use this information to provide and improve our services, to communicate with you, and to analyze how our services are used.

How We Use Your Information

We use your personal information to provide and improve our services, to communicate with you, and to analyze how our services are used. We may also use your information for marketing purposes, such as to send you promotional emails or to display targeted advertisements. You can control how we use your information for marketing purposes by adjusting your preferences in our settings.

Sharing Your Information

We may share your personal information with third parties, such as our service providers, to help us provide our services. We may also share your information with other companies for marketing purposes, such as to display targeted advertisements. We will only share your information if we have a legitimate business purpose for doing so and if the recipient is bound by a confidentiality agreement.

Security of Your Information

We take appropriate security measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction. However, no security measure is perfect, and we cannot guarantee the security of your information. We encourage you to take steps to protect your information, such as using a strong password and keeping your device secure.

Your Rights and Choices

Depending on where you live, you may have some or all of the rights listed below in relation to your personal information. However, these rights are not absolute, and may apply only in certain circumstances and, in certain cases, we may decline your request as permitted by law.

- Right to Access / Know:** You may have a right to request access to personal information that we hold about you, including details relating to the ways in which we use and share your information.
- Right to Correct:** You may have a right to request that we correct inaccurate personal information we maintain about you.
- Right to Portability:** You may have a right to receive a copy of the personal information we hold about you and to request that we transfer it to a third party, in certain circumstances and with certain exceptions.

Right to Delete: You may have a right to request that we delete personal information we maintain about you, subject to certain exceptions. We may not be able to delete certain information, such as information that we are required to retain for legal or regulatory purposes.

Right to Opt Out of Sale or Sharing or Targeted Advertising: You may have a right to direct us not to "sell" or "share" your personal information or to opt out of the processing of your personal information for purposes considered to be "targeted advertising," as defined in applicable privacy laws. Please note that if you visit our Site with the Global Privacy Control opt-out preference signal enabled, depending on where you are, we will automatically treat this as a request to opt out of the "sell" or "share" of information for the device and browser that you use to visit the Site.

Right to Limit and/or Opt out of Use and Disclosure of Sensitive Personal Information: You may have a right to direct us to limit our use and/or disclosure of sensitive personal information to only what is necessary to perform the Services or provide the goods reasonably expected by an average individual.

Restriction of Processing: You may have the right to ask us to stop or restrict our processing of personal information.

Withdrawal of Consent: Where we rely on consent to process your personal information, you may have the right to withdraw this consent. Appeal: You may have a right to appeal our decision if we decline to process your request. You can do so by replying directly to our denial. Managing Communication Preferences: We may send you promotional emails, and you may opt out of receiving these at any time by using the unsubscribe option displayed in our emails to you. If you opt out, we may still send you non-promotional emails, such as those about your account or orders that you have made.

You may exercise any of these rights where indicated on our Site or by contacting us using the contact details provided below.

We will not discriminate against you for exercising any of these rights. We may need to collect information from you to verify your identity, such as your email address or account information, before providing a substantive response to the request. In accordance with applicable law, you may designate an authorized agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have authorized them to act on your behalf, and we may need you to verify your identity directly with us. We will respond to your request in a timely manner as required under applicable law.

[NOTE TO MERCHANT: INSERT THE FOLLOWING SENTENCE IF USING SHOPIFY'S AD SERVICES SUCH AS SHOPIFY AUDIENCES]

We use Shopify's ad services such as Shopify Audiences to help personalize the advertising you see on third party websites. To restrict Shopify merchants that use these ad services from using your personal information for such services, visit <https://privacy.google.com/>.

Complaints

If you have complaints about how we process your personal information, please contact us using the contact details provided below. If you are not satisfied with our response to your complaint, depending on where you live you may have the right to appeal our decision by contacting us using the contact details set out below, or lodge your complaint with your local data protection authority.

International Users

Please note that we may transfer, store and process your personal information outside the country you live in, including the United States. Your personal information is also processed by staff and third party service providers and partners in these countries. If we transfer your personal information out of Europe, we will rely on recognized transfer mechanisms like the European Commission's Standard Contractual Clauses, or any equivalent contracts issued by the relevant competent authority of the UK, as relevant, unless the data transfer is to a country that has been determined to provide an adequate level of protection.

Contact

Should you have any questions about our privacy practices or this Privacy Policy, or if you would like to exercise any of the rights available to you, please call (TOLL FREE TELEPHONE NUMBER IF YOU HAVE A PHYSICAL, RETAIL, LOCATION) or email us at usprivacy@shopify.com or contact us at AL, United States.

[NOTE TO MERCHANT: INSERT THE FOLLOWING IF YOUR SITE IS GOVERNED BY GDPR] For the purpose of applicable data protection laws, we are the data controller of your personal information. Our representative in the [EU/EEA] is [INSERT REPRESENTATIVE DETAILS].

Children's Data

The Services are not intended to be used by children, and we do not knowingly collect any personal information about children. If you are the parent or guardian of a child who has provided us with their personal information, you may contact us using the contact details set out below to request that it be deleted.

As of the Effective Date of this Privacy Policy, we do not have actual knowledge that we "share" or "sell" (as these terms are defined in applicable law) personal information of individuals under 16 years of age.

[NOTE TO MERCHANT: PLEASE CONSULT WITH LEGAL COUNSEL IF YOUR SITE IS CHILD FOCUSED OR DIRECTED, AS MORE SPECIFIC DISCLOSURES MAY BE REQUIRED.]

Security and Retention of Your Information

Please be aware that no security measure is perfect or impenetrable, and we cannot guarantee "perfect security." In addition, any information you send to us may not be secure while in transit. We recommend that you do not use unsecured channels to communicate sensitive or confidential information to us.

How long we retain your personal information depends on different factors, such as whether we need the information to maintain your account, to provide the Services, comply with legal obligations, resolve disputes or enforce other applicable contracts and policies.

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