

## **AutoCommerce Privacy Policy**

AutoCommerce "the App" provides Amazon-like product recommendation widgets "the Service" to merchants who use Shopify to power their stores. This Privacy Policy describes how personal information is collected, used, and shared when you install or use the App in connection with your Shopify-supported store.

### **Personal Information the App Collects**

When you install the App, we are automatically able to access certain types of information from your Shopify account:

- Read products, variants and collections
- Read orders, transactions and fulfillments
- Modify script tags in your store's theme template files
- Read inventory
- Read locations

Additionally, we collect the following types of personal information from you and/or your customers once you have installed the App:

- Customer names, CustomerID, e-mail addresses, geolocations, IP addresses, and browser user agents
- Shopify account email address

Information about you and others who may access the App on behalf of your store, such as your name, address, email address, phone number, and billing information;

Information about individuals who visit your store, such as their IP address, web browser details, time zone, and information about the cookies installed on the particular device.

We collect personal information directly from the relevant individual, through your Shopify account, or using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site and the app admin.
  - For more information about Web beacons, tags and pixels visit [https://en.wikipedia.org/wiki/Web\\_beacon](https://en.wikipedia.org/wiki/Web_beacon)

- For more information about tags visit [https://en.wikipedia.org/wiki/Tag\\_\(metadata\)#Knowledge\\_tags](https://en.wikipedia.org/wiki/Tag_(metadata)#Knowledge_tags)
- For more information about pixels visit [https://en.ryte.com/wiki/Tracking\\_Pixel](https://en.ryte.com/wiki/Tracking_Pixel)

## How Do We Use Your Personal Information?

We use the personal information we collect from you and your customers in order to provide the Service and to operate the App. Additionally, we use this personal information to: Communicate with you; Optimize or improve the App; and Provide you with information or advertising relating to our products or services including behavioural advertising. More information here: [https://en.wikipedia.org/wiki/Behavioral\\_retargeting](https://en.wikipedia.org/wiki/Behavioral_retargeting)

## Sharing Your Personal Information

Source	Personal data collected	Retention Period	Opt-out
<a href="#">Facebook</a>	These types of cookies are used for retargeting, so we can show you relevant ads based on your activity on our site and app after you leave it. Information collected includes an identifier, and sometimes your geolocation, device type, and IP address.	90 days	<a href="#">Opt-Out choice</a>
<a href="#">Active Campaign</a>	We use Active Campaign to identify your preferences so we can personalize our marketing emails. Information collected includes your visits to our app, email address, name, store name, page visits, it's date and time, how much time was spent on the app listing and on the app admin., geolocation, device type, and IP address.	Session/10 years	You can opt-out by clicking to the unsubscribe link within the emails we send.
<a href="#">Google</a>	These cookies are used to collect website and app statistics and track conversion rates. No personally identifiable information is collected.	1 month/180 days	<a href="#">Opt-Out choice 1 and 2</a>
<a href="#">Google Analytics</a>	We use <a href="#">Google Analytics</a> to generate statistical data on how our visitors use our Site. We use IP masking to ensure that no	Session/2 years	<a href="#">Opt-Out choice 1 and 2</a>

	personally identifiable information is collected.		
<a href="#">MixPanel</a>	We use <a href="#">MixPanel</a> to better understand users' interaction with our Site. Information collected includes geolocation, device type, and IP address.	13 months	<a href="#">Opt-Out choice</a>
<a href="#">Hotjar</a>	We use <a href="#">Hotjar</a> in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on <a href="#">this link</a> .	Session/2 years	<a href="#">Opt-out choice</a>
<a href="#">Adroll</a>	These types of cookies are used for retargeting, so we can show you relevant ads based on your activity on our app store listing after you leave it. Information collected includes an identifier, IP address and your browsing activity on the app listing or app. For example, which pages you visited and when, how much time was spent on the app listing and on the app admin.	90 days	<a href="#">opt out link</a>
<a href="#">OptiMonk</a>	We use <a href="#">Optimonk</a> to show you relevant messages in exit popups. . Information collected includes an identifier, and sometimes your geolocation, device type, and IP address.	Session/2 years	

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

**Behavioural Advertising** As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by clicking to Opt-Out choice text on the last column of the spreadsheet above. Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

**Your Rights** If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

**Data Retention** When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

**Changes** We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

**Contact Us** For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [staff@autocommerce.io](mailto:staff@autocommerce.io) or by mail using the details provided below:

#### DATA AND AVAILANILITY OF THE DATA HANDLER

Name: Webshop Marketing Ltd.

Headquarters: 129 Kassai Rd, Debrecen, 4028

Company registration number: 09-09-024017

Name of the registry court Hajdu Bihar County Court, as the Court of Registry

Tax number: 24201243-2-09

E-mail: staff@autocommerce.io

Privacy Registration Number: Request is done, getting is in process.

#### DATA PROTECTION OFFICER CONTACT INFORMATION

DPO name: Peter Karakas

DPO email: peter.karakas@innonic.com