

InsightLab Retail Pro Privacy Policy

InsightLab Retail Pro "the App" provides advanced extensions "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:

- Store Name
- Email address
- Locale
- Preferred language

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

- Staff email and phone numbers
- Customer information including first name, last name, address, email address, phone number, and billing information;

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. This includes information required to communicate with you and enable you to communicate with your staff members and customers, and to provide you with information relating to our products or services.

Sharing Your Personal Information

We do not share your personal information except as required 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.

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 or otherwise to

pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Australia, Canada and the United States.

Data Retention

Once you cease to use our service, we will not maintain your information for our records.

Updates

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 contact@theinsightlab.biz