

Merchant Privacy Policy

Last Updated: December 18, 2024

1. Information We Collect

1.1. From Merchants:

- Shopify store information
- Contact information
- Usage data and analytics
- Communication preferences

1.2. From Your Customers (through your use of our Service):

- Name and contact information
- Video testimonials
- Purchase history related to testimonials
- Testimonial submission metadata

2. How We Use Information

2.1. We use collected information to:

- Provide and maintain the Service
- Send administrative notifications
- Provide customer support
- Improve our Service
- Comply with legal obligations

3. Data Storage and Security

3.1. We implement appropriate security measures to protect your data.

3.2. Data is stored on secure servers located in Canada.

3.3. Video testimonials are stored using industry-standard encryption.

4. Data Sharing and Disclosure

4.1. We may share data with:

- Service providers and business partners
- Law enforcement when required
- Third parties with your explicit consent

4.2. We do not sell merchant or customer data to third parties.

5. Data Retention

5.1. We retain merchant data for the duration of your subscription plus 30 days.

5.2. Customer testimonial data is retained according to your specifications and applicable laws.

6. Your Rights

6.1. You have the right to:

- Access your data
- Correct inaccurate data
- Request data deletion
- Export your data
- Restrict data processing

7. Contact Us

For privacy-related inquiries, contact us at support@clipcred.co