

# 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](mailto:support@clipcred.co)