

Privacy Policy for CartBack

Last updated: 04/04/2026

"CartBack" (the "App") provides a WhatsApp chat widget 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.

1. Personal Information the App Collects

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

- **Shop Information:** We collect your shop URL, shop name, email address, and country to facilitate the installation and account management.
- **Merchant Configuration Data:** We store the specific settings you provide to customize the widget, including:
 - Your WhatsApp phone number.
 - Your custom "Welcome Message" text.
 - Visual preferences (icon style, position, and colors).
 - Display settings (device visibility and page visibility rules).

Information We Do NOT Collect from Your Customers: Since our App functions as a direct redirection tool to WhatsApp:

- We **do not** store your store visitors' phone numbers.
- We **do not** have access to the content of the chat messages sent between you and your customers on WhatsApp.
- The actual communication takes place entirely on the WhatsApp platform and is subject to WhatsApp's own privacy policy.

2. How We Use Your Personal Information

We use the personal information we collect from you for the following purposes:

- **Providing the Service:** To render the floating chat button on your storefront and ensure it redirects to the correct WhatsApp number with the correct pre-filled message.
- **Communication:** To communicate with you about your account, technical updates, or support requests.
- **Improvements:** To understand how merchants use our configuration tools to improve the user interface.

3. Sharing Your Personal Information

We do not sell your personal information. We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful requests for information we receive, or to otherwise protect our rights.

4. Third-Party Services (WhatsApp)

Our App facilitates interaction with WhatsApp. Please note that once a customer clicks the chat button and is redirected to WhatsApp (web or mobile app), they are subject to the Terms of Service and Privacy Policy of WhatsApp. CartBack is not responsible for the data handling practices of WhatsApp.

5. Data Retention

We maintain your Merchant Configuration Data (phone number, widget settings) for as long as the App is installed on your Shopify store. If you uninstall the App, your configuration data is generally deleted from our records within 30 days.

6. Your Rights (GDPR & CCPA)

If you are a resident of certain territories, including the European Economic Area (EEA) and California, you have specific rights regarding your personal information, including the right to access, correct, or delete your personal information.

Since we primarily store business contact information required to run the widget, you can update this information directly within the App settings at any time. If you wish to request the deletion of your data, simply uninstall the App or contact us at the email below.

7. 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:

emilycartermail649@gmail.com