

Privacy Policy

This Privacy Policy ("Policy") aims to achieve:

describing the information that we gather on or through the Service,
explaining how we use and disclose such information,
clarifying the steps we take to protect such information.

By visiting the Site, or by subscribing to the Service, you accept the privacy practices described in this policy.

This Policy is incorporated into, and is subject to, the BRIO Terms of Service. Please refer to BRIO Terms of Service for capitalized but not defined terms used in this Policy

The Information We Collect on the Service

Through the Service, BRIO collects different types of information. The information we collect is necessary for providing the Service. We define how we process this information in the next section.

There are 4 types of information we collect:

User Provided Information

When a Visitor or User uses the Service, we may collect the Personal Data provided by the User or the Visitor. Personal Data may contain name, company name, email address, mobile phone number, credit card or any type of billing information. Personal Data may contain geographic area (country of residence) or User preferences which affect the usage of the Service. Personal data may be collected by different means, HTML forms, Service web application interaction, by online chat facilities, on the phone, over email communications.

Automatically Collected Information

When a Visitor or User uses the Service, we may automatically collect and record certain information from the device which User or Visitor is accessing to. We may collect the data using different technologies such as cookies and web beacons (pixel images). Automatically collected data may contain IP address of the device, web browser and device type, web pages or sites visited just before using the Service. We may also collect the data indicating which parts of the Service the User is interacting with. We may use technologies whether a User or Visitor opens an email message or clicks a link in the email message.

Integrated Services

Visitors may register for the service or log in using 3rd party services such as LinkedIn or Google ("Integrated Services"). By authorizing us to connect with an Integrated Service, you authorize us to access and store your name, email address(es), date of birth, the name of the company(ies) you are currently working at or worked at in the past, gender, current city, profile picture URL and other information that the particular Integrated Service providers provide. We recommend you to review Integrated

Service's terms of use and privacy policies before using their services for connecting to the Service.

Information from Other Sources

We may obtain information, including Personal Data from third parties such as our partners, advertisers, Integrated Services, public email databases such as hunter.io or similar database querying services. We may combine or associate the information we gather from other sources with Personal Data that we collect through the Service. All the combined data is treated as Personal Data.

How We Use the Collected Information

We use the information we collect to operate, maintain and enhance the service, to provide all the features of the Service, to provide the services and information that you request, to respond to comments and questions and to provide support to users of the Service. We process Client Data solely in accordance with the directions provided by the applicable User. We may use the collected data for understand and analyze the usage trends and preferences of Visitors and Users. The data used for improvements are in anonymized or aggregated forms. We may use the data for communication with Visitor or User to announce promotions, events, relating to products and services offered by us. Visitor and User have the ability to opt-out of receiving any promotional communication. We use cookies and tracking technologies for personalization Visitor and User experience, for providing customized advertisements, content and information. We may use website traffic analysis tools such as Google Analytics to measure the traffic to the Public Area. We may use other behavior tracking tools such as Mixpanel and Intercom.io for tracking the Visitor and User behavior. The data collected by Google Analytics, Mixpanel and Intercom.io may be in anonymized or aggregated form or may be in user-identifiable form.

To Whom We Share the Information

We do not share Visitor and User information without describing the process in this document. We may share the information with User's and Visitor's consent. As a technological product company we work with third parties such as hosting firms, maintenance providers or other services. We only share the crucial parts of the data which are enough to perform their functions and operations. Other than that, we make automatically collected, aggregated, anonymized or non-personally identifiable information available for business or marketing purposes or with the tools analyzing User's and Visitor's interests and usage patterns to better develop the product. When law enforces, we share the info with the valid court order and/or with governmental agencies

Your Rights

You always have the right of accessing, correcting and deleting the data which belong to you. If you want to access, correct or delete the data, you can always do that by accessing your profile on the Site, under settings page. If you want to correct or delete the data provided by an Integrated Service, please use the contact us section of the Site. All the changes including corrections and deletions may be reflected instantly or may be reflected within a reasonable time frame. You have the right to refuse to share a particular part of your Personal Data with us, in which case we may not be able to

provide you some (or all) parts of the Service

You always have the right to opt-out from commercial communications. In most cases, the instructions for opting out is enclosed within the same communication message. Otherwise, please contact us using contact us section of the Site. We may process your request immediately most of the times or otherwise within 10 business days.

Internet Advertisements

We collect data from different sources and we make partnerships with third parties including but not limited to: advertising networks, attribution partners and business partners aiming to reach a larger base of Visitors. We may use special tools that are commonly used in the industry including but not limited to: cookies, beacons, pixels, tags, mobile advertising IDs, flash cookies and similar technologies. We may have access to databases of information collected by our business partners. The information we or third party collect enables us to learn what ads the person sees, on which ads or links the person clicks and other actions that the person takes on our Site or in response to our emails. Using these information we or third parties provides more personalized content, to provide more useful and relevant ads.

Data Security and Retention

We follow industry standard to protect the information submitted to us both during transmission and once we receive it. We maintain industry level administrative, technical and physical guards to protect the Data against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse and any other type of unlawful processing. If we learn of a security systems breach, we will inform you and the authorities of the occurrence of the breach in accordance with applicable law.

We only retain your data as long as your account is active, otherwise for a limited period of time. We will retain and use information as necessary to comply with our legal obligations, resolve disputes.

How to contact us

For more information about BRIO's data and information practices and service scope, please view BRIO's Terms & Conditions. Further questions regarding BRIO's Privacy Policy and Terms & Conditions should be directed to brio.shopify@sciative.com.