

StoreScore – Privacy Policy

Last updated: 12 June 2025

This Privacy Policy explains how **StoreScore** (“we”, “our”, “us”) collects, uses, stores, and protects information obtained from merchants who install the StoreScore Shopify app (“App”). By installing or using the App, you agree to the practices described below.

1. Information We Collect

Category	Details	Source
Storefront behavioural data	Page views, product views, cart additions/removals, checkout steps, purchases, error or alert messages	Shopify Web Pixel API
Customer identifiers	Shopify customer ID, first and last name, email address	Shopify Web Pixel API
Checkout payload	Line-item details, taxes, discounts, totals, billing & shipping addresses	Shopify Web Pixel API
Technical data	IP-derived geolocation (city, country), browser and device type, timestamp	Shopper’s browser via Web Pixel

We do **not** collect payment-card details or any data outside the scope provided by Shopify.

2. How We Use Your Information

- Analytics & reporting** – to display conversion rates, product performance, cart and checkout abandonment, and visitor journeys inside your Shopify admin.
- Diagnostics** – to help you identify storefront errors or slow pages.
- Support & improvement** – aggregated, anonymised metrics help us troubleshoot and refine the App.

We do **not** use collected data for our own marketing, advertising, or resale.

3. Legal Basis

We process data under the “legitimate interests” provision of GDPR (Article 6 (1)(f)) and the equivalent “business purposes” exemptions in CCPA/CPRA. The purpose is to provide merchants with store analytics they explicitly request by installing the App.

4. Data Sharing

- **No third-party sales** – We never sell or rent data.
 - **No external transfers** – All processing occurs on servers under our control.
 - **Service providers** – If we rely on sub-processors (e.g., hosting), they are bound by confidentiality and data-protection agreements.
 - **Legal compliance** – We may disclose data if required by law or court order.
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5. Data Retention

- Raw event and customer data are stored for **30 days**, rolling.
 - Aggregated metrics (e.g., daily conversions) may be retained longer but contain **no personally identifiable information (PII)**.
 - When you uninstall the App, all merchant-scoped data are purged within **30 days**.
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6. Data Security

- Data in transit uses TLS 1.2+ encryption.
 - Data at rest is encrypted using industry-standard AES-256.
 - Access is restricted by role-based controls and audited regularly.
 - We follow Shopify's "Security and Privacy by Design" guidelines.
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7. Your Rights

Depending on your jurisdiction, you may have rights to:

- Access, correct, or delete personal data we hold.
- Object to or restrict certain processing activities.
- Receive a portable copy of your data.

Send all requests to the email below; we will respond within **30 days**.

8. Children's Privacy

The App is intended for merchants, not for use by children under 13. We do not knowingly collect children's data.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be announced inside the App and take effect no sooner than **14 days** after posting, unless required sooner by law.

10. Contact Us

StoreScore – Data Protection Officer

Email: shreyxs@gmail.com

If you believe your data has been mishandled, you also have the right to lodge a complaint with your local data-protection authority.

By continuing to use StoreScore, you acknowledge that you have read and understood this Privacy Policy.