Privacy Policy

Effective Date: [14th March 2025]

This Privacy Policy describes how **Shop Story** (“we,” “us,” or “our”) collects, uses, discloses, and safeguards your personal information in connection with our Shopify app (“App” or “Service”). By installing and using our App, you agree to the terms of this Privacy Policy.

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1. Information We Collect

We may collect various types of information depending on your interaction with our App:

1. **Personal Information Provided by Shopify**
    - **Name, Email, Billing/Shipping Addresses:** Received through Shopify to enable your store’s functionality and communicate with you.
    - **Store Information:** Including store name, domain, and plan details.
2. **Usage Data**
    - **Interaction Data:** Such as how you interact with the App’s dashboard or features.
    - **Device & Log Data:** Such as IP address, browser type, device type, and time spent on certain pages, collected to understand performance and improve our App.
3. **Content & Media**
    - **Uploaded or Imported Videos:** We may store or process videos you import from TikTok, Instagram Reels, or other sources. This content is used strictly within the scope of our App’s functionalities.

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2. How We Use Your Information

We use your information to:

1. **Operate and Improve the App:**
    - Provide and maintain core shoppable video functionality.
    - Diagnose technical issues and optimize user experience.
2. **Communicate with You:**

    - Respond to inquiries, send support or maintenance messages.
    - Provide updates on new features or policy changes.
3. **Enhance Security:**
    - Monitor and analyze usage and activities in relation to the App for security purposes.
    - Detect and prevent fraudulent transactions or unauthorized access.
4. **Comply with Legal Obligations:**
    - Fulfill any applicable legal or regulatory requirements.

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3. Data Sharing and Disclosure

We do not sell or rent your personal information. However, we may share your information under these circumstances:

1. **Service Providers:**
    - We may share your information with third-party service providers who help us perform App-related services (e.g., hosting, analytics, support). These providers are obligated to maintain the confidentiality and security of your information.
2. **Business Transfers:**
    - If we are involved in a merger, acquisition, or asset sale, your information may be transferred. We will provide notice before your personal information is transferred and becomes subject to a different privacy policy.
3. **Legal and Regulatory Requirements:**
    - We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).

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4. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected and to comply with legal or regulatory requirements. Once the data is no longer needed, we securely delete or anonymize it according to industry best practices.

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5. Security of Your Information

We maintain administrative, technical, and physical safeguards designed to protect your personal information against unauthorized access, disclosure, or alteration. While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the internet or method of electronic storage is 100% secure.

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6. Cookies and Tracking Technologies

Our App may use cookies or similar tracking technologies to understand user interactions. Cookies are small data files stored on your device that help us remember your preferences. You can set your browser to refuse cookies or alert you when cookies are being sent; however, some parts of the App may not function properly without cookies.

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7. Children’s Privacy

Our App is not intended for individuals under the age of 13. We do not knowingly collect personal information from children. If you become aware that a child has provided us with personal information, please contact us, and we will take steps to delete such information.

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8. Your Rights and Choices

Depending on your jurisdiction, you may have certain rights regarding your personal information, such as the right to request access or deletion. If you would like to exercise any of these rights or have any questions about how we handle your data, please contact us at the email address provided below.

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9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated Effective Date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

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10. Contact Us

If you have questions or comments about this Privacy Policy, or if you wish to exercise your rights, please contact us at:

Email: [shopstoryhelp@gmail.com]
Address: [Jhotwara, Rajasthan, Indore]