

Effective Date: 01/01/2025

MS Ventures ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy describes how the **Easy Accessibility** app ("the App") collects, uses, and protects your information when you install and use it on your Shopify store.

1. Information We Collect

When you install and use the Easy Accessibility app, we may collect the following information:

a. Shopify Account Information

- Store name, store URL, and Shopify account ID.
- Contact details (e.g., email address) associated with your Shopify account.

b. App Usage Information

- Details about the accessibility features you enable or disable.
- Non-identifiable analytics to improve the App's performance and functionality.

c. Automatically Collected Data

- IP address, browser type, device type, and usage logs.
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2. How We Use Your Information

The collected information is used to:

- Provide, maintain, and improve the Easy Accessibility app's features and services.
- Customize the accessibility settings for your store.
- Assist with customer support inquiries.
- Ensure compliance with legal and regulatory obligations.

We do **not** sell, rent, or share your information with third parties for marketing purposes.

3. Data Storage and Security

We take appropriate security measures to protect your information from unauthorized access, disclosure, or loss. This includes secure storage, encryption, and limited access to sensitive data.

Your data is stored as long as necessary to provide the App's services. If you uninstall the App, we will delete all personally identifiable data related to your store within 30 days, except where retention is required by law.

4. Sharing Your Information

We may share your information in the following circumstances:

- **With Shopify:** As required to integrate and operate within Shopify's platform.
 - **With Service Providers:** Trusted third-party providers that assist us in delivering the App's features (e.g., hosting services).
 - **For Legal Reasons:** If required by law, regulation, or valid legal process.
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5. Your Rights

You have the right to:

- Access the data we collect about you.
- Request corrections or updates to your information.
- Request deletion of your data if you uninstall the App.

For any such requests, contact us at **[Your Support Email]**.

6. Cookies and Tracking

The App does not use cookies for tracking or analytics. Any tracking is limited to anonymized data collected directly through the Shopify platform.

7. Third-Party Links

The Easy Accessibility app may contain links to third-party websites (e.g., external accessibility resources). We are not responsible for the privacy practices of these websites.

8. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy to reflect changes in the App or applicable laws. Any updates will be posted here with the "Effective Date" revised accordingly.

9. Contact Us

If you have any questions, concerns, or requests about this Privacy Policy, please contact us at:

MSN Ventures

Email: **support@ordertweak.com**

Address: 2616 Maud Street, Dover, DE, 19901, US