

# Privacy Policy for Bestock on Shopify Platform

Bestock, designed for Shopify merchants, is dedicated to safeguarding the privacy of both the merchants and their customers.

## Information Collection

When a Shopify merchant installs our app, we collect basic information such as the store's name, contact details, and billing information for account setup and billing purposes. We do not access the merchant's customer data unless explicitly authorized to do so for the purpose of sending SMS notifications.

## Merchant Data Usage

The data provided by the merchant is used solely to facilitate the functionality of our SMS notification service. We do not share this information with any third parties unless required by law.

## Customer Data Usage

When a merchant uses our app to send SMS notifications to their customers, we process the recipient's phone numbers and order details provided by the merchant. This data is strictly used for delivering order-related notifications and is not used for any other purpose.

## Security

We implement robust security measures to protect both merchant and customer data from unauthorized access, disclosure, alteration, or destruction.

## Third-Party Services

In order to deliver SMS notifications, we may use third-party service providers. However, we ensure that these providers adhere to strict privacy and security standards to protect the data they process.

## Data Retention

We retain merchant and customer data only for as long as necessary to provide the SMS notification service or as required by law. Upon termination of our service, we securely delete all stored data.

## **Opt-Out**

Recipients of SMS notifications have the option to opt-out of receiving further messages by following the instructions provided in the messages or by contacting the merchant directly.

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We may update our privacy policy periodically to reflect changes in our practices or to comply with legal requirements. Merchants will be notified of any significant changes to the privacy policy. By using Bestock app on the Shopify platform, both merchants and their customers consent to the terms outlined in this privacy policy. If you have any questions or concerns about our privacy practices, please contact us at [support@appiers.com](mailto:support@appiers.com)