

Swatch Wizard provides “product swatches” feature to merchants who use Shopify to power their stores. This Privacy Policy describes how personal information is collected, used, and shared when you install or use the App in connection with your Shopify-supported store.

## Personal Information the App Collects

When you install the App, we are automatically able to access certain types of information from your Shopify account:

### 1. Data related to the store, such as:

- Store URL
- Store name
- Email address
- Phone number
- Company name
- Store currency
- Active Shopify plan
- Time zone

### 2. Data related to the content:

- Product data, including metafields
- Store metafields
- Theme assets

Out of all this data, only the basic information related to your store (URL, email, plan) is stored while using and after uninstalling the app. This is necessary to manage your app plan in case you install the app again after uninstalling it for any reason and to provide necessary support. Other personal data and data related to your customers are never accessed or stored.

## How Do We Use Your Personal Information?

We use the personal information we collect from you and your customers in order to provide the Service and to operate the App. Additionally, we use this personal information to: Communicate with you; Optimize or improve the App; and Provide you with information or advertising relating to our products or services.

### Sharing Your Personal Information

Personal information we collect about your store may be shared by Missive, the tool we use to manage support requests.

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

### Your Rights

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

### Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact Us For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [support@crispecommerce.com](mailto:support@crispecommerce.com)