

**BuzzSubs App creates interactive email collector popup “the Service”. The following Privacy Policy sets out how your personal data is collected, stored, used and shared when you install BuzzSubs App for your Shopify store.**

### **Personal data collected**

When you install BuzzSubs App, the following data and information from your Shopify account will be collected:

Your name and email address - this data is collected as a matter of course upon installation. No data pertaining to customers is collected.

**Product data** - BuzzSubs App is able to read your product information and collection data. This allows you to assign BuzzSubs to different products in your store. Note that BuzzSubs App can't change product or collection data.

**Content** - BuzzSubs App is able to read page data. This allows you to use page content within a tab. BuzzSubs App can't change page data.

**Themes** - BuzzSubs App is able to read theme data to allow you to choose which theme the app should be installed into. BuzzSubs App adds a small piece of code in your product page templates so that your BuzzSubs will function correctly.

### **How your personal data is used**

We need your personal data so that we can provide you with “the Service” and so that BuzzSubs App works as it should. We also use your contact information to communicate with you about your account, to optimize and improve BuzzSubs App, and so we can promote BuzzSubs App and our other related products to you.

### **Who your data is shared with**

We will not share your personal data with anyone, unless required by law, for example, to respond to a subpoena, fraud investigation or any other lawful request. We may also share your data if required, to protect the rights of our company. Your data will never be sold or distributed in any other way.

## **Your data rights**

If you live in the E.U., under the rules of the GDPR, you may request access to the personal data we hold about you at any time. You may also ask for your information to be corrected, updated or deleted as you see fit. To request access to your data, please contact us.

Our lawful basis for processing your personal data under the GDPR is “legitimate interests”. We need your information to fulfil our contract with you and to deliver “the Service”. As part of data processing, your personal data will be transferred outside of the E.U. to servers in the United States and Canada.

## **How long your data will be retained for**

We will keep your personal data for our business records for as long as is deemed necessary to meet our legal obligations, e.g. for tax purposes, or until you inform us that you wish to have your data deleted. Contact us at any time if you want us to remove your data from our records. Please note that you will not be able to use BuzzSubs App if we cannot retain your data.

## **Privacy Policy changes and updates**

This Privacy Policy may change from time to time, in line with changes to our business processes, or for legal reasons. You are responsible for checking this Privacy Policy to see if it has been updated.

## **Contact us**

If you have questions about this Privacy Policy or our data privacy practices, please get in touch by email: at [support@tkdigital.dev](mailto:support@tkdigital.dev)