

Privacy Policy - Five Thrive Mixpanel Shopify App

Mixpanel in the Shopify App store "the App" provides integration between Shopify and Mixpanel "the Service" 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 and about your Shopify account. This includes data about your Shopify plan tier, shop creation date and contact information including, but not limited to, your name, address, email address and phone number. We also collect data about your customers including, but not limited to, contact information and information for carts, checkouts and orders created during the shopping process. We also have access to a list of javascripts associated with your shop but only those created by the App.

We collect personal information directly from the relevant individual, through your Shopify account, or through the use of "Cookies" which are data files that are placed on your device or computer and include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>. Our "Log files" track actions occurring on the App and your shop, and collect data including your IP address, browser type, internet service provider, referring/exit pages, and date/time stamps.

How Do We Use Personal Information?

We use the personal information we collect about you to communicate with you. The information collected about your customers is used to perform the Service. Visitor actions that occur on your store are transmitted over a secure protocol to Mixpanel for your use in leveraging the Mixpanel product.

Sharing Your Personal Information

We will never sell your personal information. We share your contact information with Mixpanel to ensure as seamless an experience as possible for you when getting set up and integrating your store with Mixpanel.

We will never share or sell information about your customers. The Service fundamentally requires the sharing of customer data with Mixpanel and is executed over secure internet protocols.

Finally, 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 when you install the App), 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.

Data Retention

When you install the App, we will maintain your Personal Information for our records unless and until you ask us to delete this information. When a visitor to your store creates information that we need to persist in order to perform the Service, it is securely stored for no longer than 90 days or until you ask us to delete this information.

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 email at support@fivethrive.com.