

Privacy Policy – Variant Velocity

Introduction

Variant Velocity ("the App") provides product and variant performance reporting services ("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.

Access Scopes the App Requests

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

- **Products:** All product and variant details, including titles, SKUs, options, and pricing
- **Orders:** Basic order data such as order ID, line items, quantities sold, timestamps
- **Inventory:** Inventory item IDs and stock levels for each variant
- **Shop Details:** Store name, domain, and email address

We do **not** access customer data, checkout information, payment details, or any personally identifiable customer information.

Personal Information the App Collects

In addition to the data retrieved through Shopify's API, we may collect the following:

- Your name, store name, email address, and Shopify domain
- App activity such as which features are accessed

- Technical data including IP address, browser type, and operating system
- Cookies or session-based data used for login persistence and app security

We collect this data:

- Directly from your Shopify store installation
- From interactions you have with the App interface
- Through tracking technologies such as cookies and server logs

Cookies are small data files placed on your device to improve security and performance. You can disable cookies at any time by following instructions at www.allaboutcookies.org.

How Do We Use Your Information?

We use the information we collect from your store to:

- Provide and operate the App
- Generate performance reporting on product variants
- Help you identify fast-selling, slow-moving, or dead inventory
- Improve the functionality and reliability of the App
- Provide customer support when requested
- Contact you with important updates or information relevant to the App

We do **not** use your data for advertising, tracking customers, or profiling.

Sharing Your Personal Information

We do **not** sell or share your data with third-party marketers or platforms.

We may share your information with trusted tools and services for internal support purposes only (e.g. customer support, bug logging, analytics). These tools are contractually obligated to handle your data securely and confidentially.

We may also disclose your data if required by law, regulation, legal process, or government request.

Your Rights

If you are located in the European Economic Area (EEA), the United Kingdom, or other jurisdictions with data protection regulations (such as GDPR), you have the right to:

- Access the information we store about you
- Request that your personal data be corrected, updated, or deleted
- Withdraw consent for data usage at any time

To exercise any of these rights, contact us using the information below.

Data Retention

We retain your store data only as long as your store uses the App.

Upon uninstallation, all store-related data is deleted from our systems within **30 days**.

You may also request immediate deletion by contacting us at any time.

Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, app functionality, or legal obligations.

All changes will be posted here with an updated effective date. Continued use of the App constitutes your acceptance of the revised policy.

Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a request or complaint, please contact us by email:

Email: