

## Privacy Policy

Give Me A FeedBack (the “**App**”) provides various features for post purchase communication through Whatsapp (the “**Service**”) to merchants who use Shopify to power their stores.

This Privacy Policy (the “**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:

- Information about you and others who may access the App on behalf of you, such as your name, address, email address, phone number, and billing information
- Once shoppers have completed their purchase on your website, we will receive and process the following information regarding purchases: email address, full name, phone number, purchase amount, purchase date, the item purchased, shipping address and fulfillment date.
- Once after fulfillment, we will receive following information regarding your purchased item: product title, product images and product handle

We collect personal information directly from the relevant individual, through your Shopify account, or using the following technologies: “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

“Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps. “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

## **Analytics**

We may use third-party Service Providers to monitor and analyze the use of our Service.

### **Google Analytics**

- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.
- For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### **HotJar**

- Hotjar allows the behavior of web and mobile site visitors visible. To opt out of Hotjar please go to the following link: <https://www.hotjar.com/opt-out> Hotjar also honors the Do Not Track header. This means that if you have the Do Not Track header installed, Hotjar will not track you.

## **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**

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 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.

## **Data Retention**

Data Retention When you place an order through the Site, we will maintain your Order Information for our records until you ask us to delete this information.

## **Changes**

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**

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 [nafih@ecart.chat](mailto:nafih@ecart.chat)

or by mail using the details provided below:

Tradebuk Technologies Private Limited  
Kerala Technology Innovation Zone, Kinfra Hi-tech Park,  
Kochi, Kerala 683503  
India

You may reach out us by contacting our Data Protection Officer at:

Name: Nafih C

Designation: Founder

Phone: +919142373235

Email: [nafih@ecart.chat](mailto:nafih@ecart.chat)

Time: 9 AM - 5 PM ( Indian Standard Time )