# Chatmerce Privacy Policy

**Effective Date:** November 7, 2026
**Last Updated:** November 7, 2026

This Privacy Policy explains how Chatmerce ("Chatmerce," "we," "us," or "our") collects, uses, processes, stores, and shares information in connection with the Chatmerce application, website, AI-powered shopping and customer-service assistant, merchant dashboard, and related services (collectively, the "Service").

Chatmerce is a Shopify application operated under the name Chatmerce. Questions regarding this Privacy Policy may be sent to **elbazmaor5@gmail.com**.

## 1. Our Role

Chatmerce provides technology to merchants using Shopify.

When Chatmerce processes information about a merchant's shoppers or customers on behalf of that merchant, the merchant generally determines the purposes for which the information is processed and Chatmerce generally acts as a processor or service provider on the merchant's behalf.

Chatmerce may act independently with respect to information necessary to administer merchant accounts, operate and secure the Service, manage billing and subscriptions, comply with legal obligations, prevent abuse, and communicate directly with merchants.

## 2. Information We Process

Depending on how a merchant configures and uses Chatmerce, we may process the following categories of information.

### Merchant and Store Information

We may process information relating to the merchant and its Shopify store, including:

- store domain and identifiers;
- application installation and authentication information;
- configuration and application settings;
- subscription and billing status;
- product catalog information;
- store pages, articles, policies and other store content;
- information necessary to operate and secure the Service.

### Shopper Conversations

When a shopper interacts with the Chatmerce assistant, we may process:

- messages submitted by the shopper;
- responses generated by the assistant;

- conversation and session identifiers;
- conversation metadata;
- timestamps;
- information necessary to maintain conversation state and provide customer-service or shopping functionality.

A shopper may voluntarily include personal information in a message. Shoppers should avoid submitting sensitive personal information that is not necessary for their request.

## Pseudonymous Visitor and Conversation Identifiers

Chatmerce may use technical and pseudonymous identifiers to operate the assistant and, where permitted, provide continuity, analytics and attribution functionality.

These identifiers may include:

- session identifiers;
- conversation identifiers, including internal Chatmerce conversation references;
- a pseudonymous visitor identifier associated with a browser or device;
- a shortened guest identifier derived from a pseudonymous visitor identifier.

Where permitted by applicable privacy choices, a pseudonymous visitor identifier may allow Chatmerce to associate multiple Chatmerce interactions from the same browser across different sessions.

These identifiers are not intended by Chatmerce to directly identify a shopper by name or email address. However, pseudonymous identifiers may constitute personal data under applicable law when associated with conversation, order or other information.

## Browser Storage

Chatmerce may use browser storage technologies, including **localStorage**, to store technical information required for the operation of the assistant and, where permitted, pseudonymous identifiers used for continuity, analytics or attribution.

Chatmerce does not require a separate Chatmerce consent banner where the merchant uses Shopify's applicable customer privacy mechanisms. Optional processing is designed to respect the applicable privacy permissions communicated through Shopify.

## Contact and Restock Information

Certain Chatmerce features may allow shoppers to voluntarily provide information such as:

- name;
- email address;
- telephone number;
- product or restock interest.

This information may be processed to provide the feature requested by the shopper and to make the information available to the applicable merchant.

### Order, Fulfillment and Shipping Information

Where enabled and necessary, Chatmerce may access limited Shopify order information to provide supported functionality such as:

- order status;
- fulfillment status;
- shipment or tracking information;
- order identifiers;
- order value and currency;
- information necessary for supported conversation-to-order attribution.

Although Chatmerce does not request general Shopify customer-profile access through the `read_customers` scope, Shopify order records may technically contain customer-related personal data. Chatmerce limits its use of such information to the functionality for which access is required.

### Conversion Attribution

Where permitted by applicable privacy permissions, Chatmerce may associate a conversation or interaction with a subsequent Shopify order to provide merchants with conversation-to-purchase attribution and performance analytics.

Depending on the applicable privacy permission, Chatmerce may place Chatmerce conversation or pseudonymous guest references in cart or order-related data for this purpose.

When the applicable permission is not available, optional analytics, persistent visitor identification and/or attribution functionality that requires that permission is disabled.

## 3. Shopify Customer Privacy Choices

Chatmerce integrates with Shopify's customer privacy mechanisms.

The core assistant can continue to provide essential functionality without optional analytics or marketing permissions. Essential functionality may include processing the current conversation, maintaining necessary session state, generating assistant responses, and providing customer-service functionality requested by the shopper.

Where applicable, optional processing is conditioned on the relevant privacy permissions communicated through Shopify.

For example, depending on the applicable permission:

- persistent pseudonymous visitor identification may be disabled;
- cross-session visitor grouping may be disabled;
- optional interaction analytics may be disabled;
- guest identifiers may not be added to cart or order information;
- conversation-to-order attribution may be disabled.

If an applicable privacy permission changes during a session, Chatmerce is designed to apply the updated privacy state to subsequent processing.

## 4. How We Use Information

We may process information to:

- provide and operate the Chatmerce Service;
- generate AI-powered shopping and customer-service responses;
- search and recommend products;
- provide product, pricing, availability and store-policy information;
- provide supported order, fulfillment and shipment information;
- maintain conversation and session state;
- provide requested restock or contact functionality;
- provide merchant dashboards and analytics;
- provide conversation-to-purchase attribution where permitted;
- administer subscriptions and application installations;
- secure, maintain, troubleshoot and improve the Service;
- prevent fraud, misuse and security incidents;
- comply with legal, regulatory and Shopify platform requirements;
- respond to privacy and data-subject requests.

We limit our processing of personal data to purposes reasonably related to providing, securing, maintaining and complying with the Service.

## 5. Artificial Intelligence

Chatmerce uses artificial intelligence to generate responses and provide features within the Service.

Information necessary to generate an AI response may be transmitted to AI infrastructure providers, including OpenAI.

AI-generated responses may occasionally be incomplete, inaccurate or inappropriate for a particular situation. Merchants and shoppers should verify important information, including product, pricing, shipping and policy information where appropriate.

Chatmerce does not use Merchant or shopper conversation data to train or fine-tune general-purpose AI models operated by Chatmerce.

## 6. How We Share Information

We may disclose information to service providers that help us operate the Service, including:

- **OpenAI** — AI infrastructure and generation;
- **Supabase** — database and backend infrastructure;
- **Vercel** — application and hosting infrastructure.

We also interact with Shopify as the ecommerce platform through which merchants install and use Chatmerce and through which supported store, order, billing, privacy and webhook functionality is provided.

Service providers may process information only as necessary to provide their applicable services, subject to applicable contractual and legal requirements.

Chatmerce does not sell personal information for monetary consideration.

Our current subprocessor information is available through the Chatmerce Subprocessor List published on chatmerce.app.

## 7. Data Minimization

Chatmerce is designed to process the minimum information reasonably necessary to provide its supported functionality.

For example, Chatmerce does not request general `read_customers` access and does not intentionally request protected customer fields such as customer names, email addresses, telephone numbers or addresses through Shopify unless a supported feature and applicable authorization require such processing.

Shoppers may nevertheless voluntarily submit personal information through conversations or supported contact features.

## 8. Data Retention

Chatmerce maintains defined retention periods for customer-related operational data.

Unless earlier deletion is required by an applicable privacy request, Shopify requirement or legal obligation, the following retention periods generally apply:

- conversation logs: **180 days**;
- shopper contact/restock event data: **180 days**;
- shopper or conversation session state: **180 days**;
- conversation-to-order conversion attribution records: **180 days**;
- completed or failed webhook job data and payloads: **30 days**;
- privacy/compliance export request records: **30 days**.

Chatmerce uses automated retention processes to delete data that exceeds the applicable retention period.

Aggregated or anonymized information that no longer identifies or is reasonably linkable to an individual shopper, visitor, conversation or order may be retained for longer periods.

Merchant installation, authentication and operational information may be retained while reasonably necessary to provide the Service and may be deleted or otherwise handled following uninstall, Shopify privacy events, applicable requests or legal requirements.

## 9. Shopify Privacy Requests and Deletion

Chatmerce supports Shopify's required privacy and compliance mechanisms, including applicable:

- customer data requests;
- customer redaction requests;
- shop redaction requests.

Depending on the request, Chatmerce may export, delete, redact or anonymize information associated with the applicable customer or merchant.

Following applicable shop-redaction processing, Chatmerce may delete application installation information, subscriptions, catalog data, conversations and other data associated with the merchant, subject to legal obligations or information that has already been irreversibly anonymized.

## 10. Security

Chatmerce uses reasonable technical and organizational measures designed to protect information.

These measures include encrypted transmission using HTTPS/TLS and infrastructure that provides encryption of stored application data at rest.

Access to production systems and credentials is limited according to operational need. Secrets, authentication credentials and raw sensitive payloads should not be intentionally exposed in application logs.

No system can guarantee absolute security, and we cannot guarantee that unauthorized access, loss or misuse will never occur.

## 11. International Processing

Chatmerce and its service providers may process information in countries other than the country in which a merchant or shopper is located.

Where required, appropriate safeguards may be used for international transfers of personal data in accordance with applicable law.

## 12. Privacy Rights

Depending on applicable law and the individual’s location, individuals may have rights relating to their personal information, including rights to request access, correction, deletion, restriction or other applicable controls.

Because Chatmerce generally processes shopper information on behalf of a merchant, shoppers should ordinarily submit privacy requests directly to the Shopify merchant with whom they interacted.

Chatmerce will reasonably assist merchants in responding to valid requests as required by applicable law and applicable Shopify requirements.

## 13. Merchant Responsibilities

Merchants are responsible for:

- providing appropriate privacy notices to their shoppers;
- explaining their use of Chatmerce where required;
- obtaining and managing legally required consent or privacy choices;
- configuring Shopify privacy settings appropriately;

- ensuring that their use of Chatmerce complies with applicable law;
- responding to their customers' privacy requests as controller or business where applicable.

Chatmerce provides information that merchants may use when preparing their own privacy disclosures, but merchants remain responsible for their own privacy policies and legal compliance.

## 14. Children

Chatmerce is not designed to independently solicit personal information from children. Merchants are responsible for determining whether their stores or use of Chatmerce are directed to children and for complying with applicable age and parental-consent requirements.

## 15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to the Service, technology, legal requirements or our data practices.

The "Last Updated" date above indicates when this Privacy Policy was most recently revised.

Material changes may be communicated through the Service or other reasonable means where appropriate.

## 16. Contact

For questions about this Privacy Policy or Chatmerce's privacy practices:

**Chatmerce**
**Website:** chatmerce.app
**Email:** elbazmaor5@gmail.com