

## Suede Privacy Notice

**Last Updated:** 01/27/2026

This Privacy Notice applies to the processing of personal information by [Suede] (“Suede,” “we,” “us,” or “our”) including on our Shopify app available on the Shopify Marketplace (the “Suede App”), our website available at <https://www.miiir.ai/> (the “Website”) and our other online or offline offerings that link to, or are otherwise subject to, this Privacy Notice (collectively with the Suede App and the Website, the “Services”).

**Disclosure Regarding Customer Data.** This Privacy Notice does not apply to the personal information that we process on behalf of our customers pursuant to a written agreement we have entered into with such customers (“Customer Data”). Our customers’ respective privacy notices or policies govern their collection and use of Customer Data. Our processing of Customer Data is governed by the contracts that we have in place with our customers, not this Privacy Notice. Any questions or requests relating to Customer Data should be directed to our customer.

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### 1. UPDATES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time in our sole discretion. If we do, we’ll let you know by posting the updated Privacy Notice on our website, and we may also send other communications.

### 2. PERSONAL INFORMATION WE COLLECT

We collect personal information that you provide to us, personal information we collect automatically when you use the Services, and personal information from third-party sources, as described below.

#### A. Personal Information You Provide to Us Directly

We may collect personal information that you provide to us.

- **Shopify Information.** We may collect personal information from Shopify, as permitted by Shopify’s API, in connection with the creation or administration of your account with us. This personal information may include, but is not limited to, your Shopify store name and store URL and the Shopify store owner’s contact email. We may also collect information regarding transactions taking place in your Shopify store, such as product

information, order information (if you give us access) and store settings and configuration details.

- **Purchases.** We may collect personal information and details associated with your purchases of or subscription to our Services, including your payment information. Any payments made via our Services are processed by third-party payment processors, including Shop Pay. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with your payment card information (e.g., your billing details).
- **Your Communications with Us.** We may collect the information you choose to communicate to us such as when you join our waitlist on the Website or when you send us an email.
- **Surveys.** We may contact you to participate in surveys. If you decide to participate, we may collect personal information from you in connection with the surveys.
- **Interactive Features.** We and others who use our Services may collect personal information that you submit or make available through our interactive features (e.g., messaging features, commenting functionalities, forums, blogs, and social media pages). Any information you provide using the public sharing features of the Services will be considered “public.”
- **Sweepstakes or Contests.** We may collect personal information you provide for any sweepstakes or contests that we offer. In some jurisdictions, we are required to publicly share information of sweepstakes and contest winners.
- **Conferences, Trade Shows, and Other Events.** We may collect personal information from individuals when we attend or host conferences, trade shows, and other events.
- **Business Development and Strategic Partnerships.** We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.
- **Job Applications.** If you apply for a job with us, we will collect any personal information you provide in connection with your application, such as your contact information and resume or CV.

## **B. Personal Information Collected Automatically**

We may collect personal information automatically when you use the Services.

- **Device Information.** We may collect personal information about your device, such as your Internet protocol (IP) address, user settings, cookie identifiers, other unique identifiers, browser or device information, Internet service provider, and location

information (including, as applicable, an approximate location derived from the IP address and precise geo-location information).

- **Usage Information.** We may collect personal information about your use of the Services, such as the pages that you visit, items that you search for, the types of content you interact with, information about the links you click, the frequency and duration of your activities, and other information about how you use the Services.
- **Cookie Notice (and Other Technologies).** We, as well as third parties, may use cookies, pixel tags, and other technologies (“**Technologies**”) to automatically collect personal information through your use of the Services.
  - **Cookies.** Cookies are small text files stored in device browsers.
  - **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded in the Services that collects personal information about use of or engagement with the Services. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in emails to understand whether messages have been opened, acted on, or forwarded.

*See [“Your Privacy Choices and Rights”](#) below to understand your choices regarding these Technologies.*

### **C. Personal Information Collected from Third Parties**

We may collect personal information about you from third parties. For example, if you access the Services using a third-party website, application, service, products, or technology (each a “**Third-Party Service**”), we may collect personal information about you from that Third-Party Service that you have made available via your privacy settings. In addition, users of the Services may upload or otherwise provide personal information about others.

## **3. HOW WE USE PERSONAL INFORMATION**

We use personal information for a variety of business purposes, including to provide the Services, for administrative purposes, and to provide you with marketing materials, as described below.

### **A. Provide the Services**

We use personal information to provide the Services, such as:

- Providing access to certain areas, functionalities, and features of the Services;
- Communicating with you;
- Answering requests;
- Sharing personal information with third parties as needed to provide the Services; and

- Processing your financial information and other payment methods.

## **B. Improve the Services and Develop New Products and Services**

We use personal information to improve the Services and to develop new products and services, such as:

- Developing, training, and fine-tuning models, algorithms, and artificial intelligence technologies; and
- Improving, upgrading, or enhancing the Services and the quality of our AI recommendations.

## **C. Operate Our Business**

We use personal information to operate our business, such as:

- Pursuing our legitimate interests such as direct marketing, research and development (including marketing research), network and information security, and fraud prevention;
- Carrying out analytics;
- Creating de-identified and/or aggregated information;
- Processing applications if you apply for a job we post on our Services;
- Allowing you to register for events;
- Enforcing our agreements and policies; and
- Carrying out activities that are required to comply with our legal obligations.

## **D. Marketing**

We may use personal information in connection with our marketing activities including to tailor and provide you with marketing communications, promotions, and offers that may interest you.

## **E. With Your Consent or Direction**

We may use personal information: (i) for other purposes that are clearly disclosed to you at the time you provide the personal information, (ii) with your consent, or (iii) as otherwise directed by you.

# **4. HOW WE SHARE PERSONAL INFORMATION**

We share personal information with third parties for a variety of business purposes, including to provide the Services, to protect us or others, or in connection with a major business transaction such as a merger, sale, or asset transfer, as described below.

## **A. Disclosures to Provide the Services**

We may share any of the personal information we collect with the categories of third parties described below.

- **Service Providers.** We may share personal information with service providers that assist us with the provision of the Services. This may include, but is not limited to, service providers that provide us with hosting services, customer service, AI or machine learning services, analytics, marketing services, IT support, and related services.

Some of the service providers we may use include:

- **Google Analytics.** For more information about how Google uses your personal information, please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt out of Google Analytics' use of your personal information, please click [here](#).
- **Shopify.** Shopify provides us with the Shopify Marketplace, which allows us to sell our products and services to you.
- **Third-Party Services You Share or Interact With.** The Services may link to or allow you to interface with, interact with, share information with, direct us to share information with, access, and/or use a Third-Party Service.

Any personal information shared with a Third-Party Service will be subject to the Third-Party Service's privacy policy. We are not responsible for the processing of personal information by Third-Party Services.

- **Business Partners.** We may share your personal information with business partners we work with to provide you with a product or service you have requested. We may also share your personal information with business partners with whom we jointly offer products or services.

Once your personal information is shared with our business partner, it will also be subject to our business partner's privacy policy. We are not responsible for the processing of personal information by our business partners.

- **Suede Customers (Authorized Users Only).** In cases where you use our Services as an employee, contractor, or other authorized user of a Suede customer, we may share any information associated with your use of the Services with the Suede customer, including, but not limited to, account information, usage information, files, and the contents of the communications associated with your account. Your personal information may also be subject to the Suede customer's privacy policy. We are not responsible for the Suede customer's processing of your personal information.
- **Affiliates.** We may share your personal information with our corporate affiliates.

## **B. Disclosures to Protect Us or Others**

We may share your personal information and related information with external parties if we, in good faith, believe doing so is required or appropriate to comply with law enforcement requests, national security requests, or other government requests; comply with legal process, such as a court order or subpoena; protect your, our, or others' rights, property, or safety; enforce our

policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual unauthorized or illegal activity.

### **C. Disclosure in the Event of Merger, Sale, or Other Asset Transfers**

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, receivership, purchase or sale of assets, transition of service to another provider, or other similar corporate transaction, your personal information may be shared, sold, or transferred as part of such a transaction.

## **5. YOUR PRIVACY CHOICES AND RIGHTS**

**Your Privacy Choices.** The privacy choices you may have about your personal information are described below.

- **Email Communications.** If you receive an unwanted email from us, you can use the unsubscribe functionality found at the bottom of the email to opt out of receiving future emails. Note that you will not be able to opt out of certain communications (e.g., communications regarding the Services or updates to this Privacy Notice).
- **“Do Not Track.”** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers.
- **Cookies.** You may stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, the Services may not work properly. Please note you must separately opt out in each browser and on each device.

**Your Privacy Rights.** In accordance with applicable law, you may have the right to:

- **Request Access to or Portability of Your Personal Information;**
- **Request Correction of Your Personal Information;**
- **Request Deletion of Your Personal Information;**
- **Withdraw Your Consent to Our Processing of Your Personal Information.** Please note that your withdrawal will take effect only for future processing and will not affect the lawfulness of processing before the withdrawal.

If you would like to exercise any of these rights, please contact us as set forth in “[Contact Us](#)” below.

We will process such requests in accordance with applicable laws.

## **6. INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION**

All personal information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live.

## **7. CHILDREN'S PERSONAL INFORMATION**

The Services are not directed to children under 18 (or other age as required by local law outside the United States), and we do not knowingly collect personal information from children.

If you are a parent or guardian and believe that your child has uploaded personal information to the Services in violation of applicable law, you may contact us as described in "[Contact Us](#)" below.

## **8. CONTACT US**

Suede is the controller of the personal information we process under this Privacy Notice.

If you have any questions about our privacy practices or this Privacy Notice, or to exercise your rights as detailed in this Privacy Notice, please contact us at [shama@miirr.ai](mailto:shama@miirr.ai).