**ShopKPI Privacy Statement**

**Effective Date:** June 27 2025

ShopKPI, LLC (“ShopKPI,” “we,” “our,” or “us”) respects your privacy. This Privacy Statement explains how we collect, use, disclose, and protect information when you visit **shopkpi.com** or use our related mobile or web services (collectively, the “Site”).

**1. Information We Collect**

| **Category** | **Examples** | **How We Collect** |
| --- | --- | --- |
| **Account Data** | Name, email, password hash, company, role | When you create an account or fill out a form |
| **Usage Data** | IP address, device type, browser, pages visited, referring URL, clicks, session duration | Automatically via cookies, pixels, and server logs |
| **Payment Data** | Last four digits of card, billing address (full card details stay with Stripe) | When you purchase a subscription |
| **KPI Data** | Values you or your team submit via dashboards or APIs | When you use the ShopKPI app |
| **Support Data** | Messages, attachments, feedback | When you contact support or respond to surveys |

**2. How We Use Information**

* **Provide the Service** – create accounts, authenticate users, display dashboards, process transactions.
* **Improve & Secure** – monitor performance, debug, analyze trends, develop new features, detect fraud.
* **Communicate** – send service updates, responses to inquiries, and—if you opt-in—product news or marketing.
* **Legal & Compliance** – enforce our Terms, meet legal obligations, resolve disputes.

We rely on one or more legal bases: contract performance, legitimate interests, consent, and compliance with law.

**3. Cookies & Tracking**

We use:

* **Essential cookies** – keep you logged in and secure.
* **Analytics cookies** – Google Analytics 4 to measure traffic and usage patterns (IPs anonymized where required).
* **Preference cookies** – store UI settings.

You may disable non-essential cookies via our on-site banner or your browser settings, but parts of the Site may not work.

**4. How We Share Information**

| **Recipient** | **Purpose** | **Safeguards** |
| --- | --- | --- |
| **Service Providers** | Hosting (AWS), email (Postmark), analytics (Google), payment (Stripe) | Bound by confidentiality & data-processing agreements |
| **Authorized Team Members** | Access KPI Data for account support | Role-based access controls |
| **Legal / Safety** | Respond to lawful requests or protect rights, safety, or property | Only as required by law |
| **Business Transfers** | Merger, acquisition, or asset sale | Notice provided and options given |

We **never** sell or rent your personal information.

**5. International Transfers**

We operate from the United States and may process data in the U.S. and other countries that may not offer the same data-protection level as your jurisdiction. We use Standard Contractual Clauses or equivalent safeguards when transferring personal data from the European Economic Area, UK, or Switzerland.

**6. Data Retention**

* **Account & KPI Data** – kept while your subscription is active plus up to 12 months, then deleted or anonymized.
* **Billing Records** – retained for the period required by tax and accounting laws (typically 7 years).
* **Support Logs** – retained 24 months for quality assurance.

You may request deletion sooner (see Section 8).

**7. Security**

We use industry-standard safeguards:

* TLS 1.2+ encryption in transit
* AES-256 encryption at rest
* Least-privilege access controls
* Routine penetration testing and backups

No system is 100 % secure, but we work to protect your information.

**8. Your Privacy Choices**

* **Access / Correction** – view or update your profile in Settings or email [hello@wheatonshirt.com](mailto:hello@wheatonshirt.com)
* **Erase / Portability** – request deletion or a copy of your data.
* **Marketing Opt-Out** – unsubscribe at any time via email footer or account settings.
* **Cookie Preferences** – manage via banner or browser.

Users in the EEA/UK may also object to processing or lodge a complaint with their supervisory authority.

**9. Children**

The Site is intended for users 18+. We do not knowingly collect data from children under 13. If you believe a child has provided us data, contact us for deletion.

**10. Changes to This Statement**

We may update this Privacy Statement periodically. We will post the new version on this page and update the “Effective Date.” Material changes will be announced via email or in-app notice.

**11. Contact Us**

**ShopKPI, LLC**  
Attn: Legal Department  
850 Meadowview Crossing, #15  
West Chicago, IL 60185 USA  
**Email:** [hello@wheatonshirt.com](mailto:hello@wheatonshirt.com)

We’re committed to protecting your privacy and will respond to inquiries within 30 days.