

ActiveAnts E-fulfilment Privacy Policy

ActiveAnts E-fulfilment provides shipping and order fulfillment services 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.

Personal Information the App Collects

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

- **Order Information:** This includes order number, product details (such as product names, SKUs, quantities, and prices), and any special instructions related to the order.
- **Shipping Information:** We collect shipping addresses which include recipient name, street address, city, state or province, postal code, and country. This is essential for generating shipping labels and ensuring accurate delivery.
- **Customer Contact Information:** To ensure successful delivery and handle any issues that may arise, we collect customer contact details, including email addresses and phone numbers if provided.
- **Merchant Information:** We gather merchant details such as store name, store locations, and product information.

Additionally, we collect the following types of personal information from you and/or your customers once you have installed the App:

- **Order Information:** This includes order number, product details (such as product names, SKUs, quantities, and prices), and any special instructions related to the order.
- **Shipping Information:** We collect shipping addresses which include recipient name, street address, city, state or province, postal code, and country. This is essential for generating shipping labels and ensuring accurate delivery.
- **Customer Contact Information:** To ensure successful delivery and handle any issues that may arise, we collect customer contact details, including email addresses and phone numbers if provided.

We do not collect any other personal information beyond what is necessary for processing orders and managing shipments.

We collect personal information directly from the relevant individual, through your Shopify account, or using the following methods:

- **Shopify APIs:** Through the use of Shopify's APIs, our plugin collects specific information necessary to facilitate the shipping process. This includes order information, shipping information, customer contact information, and merchant information.
- **Webhooks:** We import order information and updates via Shopify's webhook endpoints. This ensures that product listings are up-to-date, accurately represented, and correctly categorized within our system.

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. Specifically, we use this personal information to process orders for the merchant. Processing and fulfillment of orders placed by your customers via Shopify's API. This includes capturing order details, arranging shipments, and ensuring accurate delivery to customers.

We do not use the data collected through our Shopify plugin for marketing or advertising purposes. All data is used exclusively to provide and improve the services we offer.

Sharing Your Personal Information

We share your Personal Information with third parties to help us provide and improve our services as described above. Specifically, we share data with:

- **Service Providers:** We share relevant data with carriers to facilitate order delivery. This includes providing shipment details, customer addresses, and other necessary information to ensure that shipments are handled efficiently and reach the intended recipients.
- **Tracey:** We use Tracey to manage and track shipment details, providing real-time updates and insights into the status of deliveries. This helps ensure timely and accurate delivery of orders.
- **Parent Company:** As a subsidiary of Bpost, we may share data with Bpost for the purpose of improving our services and operations. Bpost is committed to protecting your privacy and handling your data in compliance with relevant privacy laws.

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.

Behavioural Advertising

We do not use the data collected through our Shopify plugin for marketing or advertising purposes. All data is used exclusively to provide and improve the services we offer.

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.

As part of our commitment to your privacy and data protection, Active Ants adheres to the principles of the EU-U.S. Privacy Shield Framework. This framework was designed to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union to the United States. While the Privacy Shield is no longer considered a valid transfer mechanism by the European Court of Justice, we continue to follow its principles to ensure a high level of protection for your personal information.

Active Ants is a Dutch company which follows the GDPR. We are dedicated to maintaining the privacy and security of your data in compliance with the General Data Protection Regulation (GDPR) and other relevant data protection laws.

Data Retention

When you place an order through the Site, we will maintain your Order Information for our records for a period of 12 months. After this period, personal data is anonymized by default. Merchants have the flexibility to adjust this retention period to a shorter duration if desired, unless and until you ask us to delete this information.

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

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 compliance@activeants.nl