This Privacy Policy outlines how Practical Watermark ("we," "our," "us") collects, uses, discloses, and protects the personal information of users ("you," "your") when you use our Shopify app ("App"). We are committed to safeguarding your privacy and ensuring the security of your personal information. By using our App, you agree to the practices described in this policy.

**1. Information We Collect**

**a. Information Provided by Shopify**

When you install our App, Shopify provides us with certain information necessary for the operation of the App. This includes:

* **Store Information:** Store name, store owner’s contact details, domain, and subscription details.
* **Billing Information:** Shopify may share billing-related information necessary for subscription payments.
* **Customer Information:** Data related to customers of your store, such as order history, contact details, and shipping addresses, depending on the features of our App.

**b. Information You Provide to Us**

When you interact with our App, you may voluntarily provide additional information, such as:

* **Account Information:** Your name, email address, and other details related to your account.
* **Support Requests:** Any information you provide when contacting our customer support for assistance.

**c. Automatically Collected Information**

We may collect certain information automatically through the App, including:

* **Usage Data:** Information about how you use our App, including actions taken within the App, time spent, and performance metrics.
* **Device Information:** Your device’s IP address, browser type, and operating system.

**2. How We Use Your Information**

We use the information collected for the following purposes:

* **To Provide and Improve the App:** We use your data to ensure the App functions correctly and to enhance its features and performance.
* **Customer Support:** To respond to your inquiries and provide assistance with issues you may encounter.
* **Analytics:** To analyze user activity and improve the user experience, optimize performance, and introduce new features.
* **Compliance with Legal Obligations:** To comply with legal requirements and protect our legal rights.

**3. How We Share Your Information**

We may share your information in the following circumstances:

* **With Shopify:** Information shared with Shopify to integrate with its platform and manage payments, subscriptions, or other relevant processes.
* **Service Providers:** Third-party service providers that assist us in providing services, such as cloud storage, analytics, and technical support, may access your information.
* **Legal Requirements:** If required by law or in response to legal requests, we may disclose your information to regulatory bodies, law enforcement, or government authorities.

**4. Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. We may also retain information as required by law or to resolve disputes and enforce our agreements.

**5. Security**

We take reasonable steps to protect your personal information from unauthorized access, loss, misuse, or alteration. However, no system can be 100% secure, and we cannot guarantee the absolute security of your information.

**6. Your Rights**

Depending on your location, you may have certain rights regarding your personal information, such as:

* **Access:** The right to access the personal information we hold about you.
* **Correction:** The right to request corrections to any inaccurate or incomplete information.
* **Deletion:** The right to request the deletion of your personal information, subject to legal obligations.

To exercise these rights, please contact us at [Insert Contact Information].

**7. Third-Party Links**

Our App may contain links to third-party websites or services. We are not responsible for the privacy practices of these third parties, and we encourage you to review their privacy policies before providing any personal information.

**8. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the revised effective date. We encourage you to review this policy regularly to stay informed about how we protect your information.

**9. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at:

practicalwatermark@gmail.com

This Privacy Policy is designed to comply with the privacy requirements of Shopify and applicable laws. By using our App, you agree to the collection and use of information in accordance with this policy.