

Privacy Policy for Fulfily Image Generator

Effective Date: 06.08.2025

At **Fulfily**, we are committed to protecting your personal data and respecting your privacy rights in accordance with the **General Data Protection Regulation (GDPR)** and Latvian data protection laws.

This Privacy Policy explains how we collect, use, store, and share information when you install and use our Shopify app.

1. Who We Are

Data Controller:

For purposes of the personal data we collect directly, we act as the **Data Controller**.

Contact Information:

Fulfily

Email: fulfily@outlook.com

If you are a merchant using our app, you may also be a **Data Controller**, and we may act as your **Data Processor** for certain data processing activities (e.g., generating AI content based on your product data).

2. Information We Collect

We collect the following types of data through the Shopify API when you install or use our app:

a. Shop and Account Information

- Store name, email, store domain, country
- Public shop metadata

b. Product Information

- Product titles, descriptions, and images
- Metadata required to generate AI-based images

c. Generated Content

- AI-generated images and related metadata

We **do not collect or process** any end-customer or payment information from your Shopify store.

3. Legal Basis for Processing (GDPR Article 6)

We process your data based on the following legal bases:

- **Performance of a contract** – to provide you with the app services you have requested (Art. 6(1)(b) GDPR)
 - **Legitimate interests** – to improve app performance and functionality (Art. 6(1)(f) GDPR)
 - **Consent** – where applicable, especially when processing optional data or using third-party APIs that require it (Art. 6(1)(a) GDPR)
-

4. How We Use Your Information

We use your data to:

- Provide core app functionality (AI image generation)
- Improve our algorithms and services
- Provide technical support and customer service
- Ensure compliance with legal obligations
- Send you relevant communications and offers related to our services

We do **not** sell, rent, or share your personal data with third parties for their own advertising or marketing purposes.

5. Data Sharing and Third Parties

We may share your data with trusted third-party service providers strictly for the purpose of delivering the app functionality:

- **Cloud infrastructure providers** (e.g., AWS or similar)
- **AI processing APIs** (e.g., OpenAI, Stability AI, etc.)

All third parties are bound by contractual obligations to handle data securely and in compliance with GDPR.

6. International Data Transfers

If your data is transferred outside the European Economic Area (EEA), we ensure adequate protection using:

- **Standard Contractual Clauses (SCCs)** approved by the European Commission
 - **Adequacy decisions** for approved countries
-

7. Data Retention

We only retain your data for as long as necessary to provide our services and fulfill the purposes described in this policy.

- Product data is stored temporarily and may be deleted after content generation unless retained for support or reprocessing.
 - Generated images may be stored longer unless you request deletion.
-

8. Your Rights Under GDPR

As a data subject, you have the right to:

- **Access** your data
 - **Rectify** inaccurate or incomplete data
 - **Request deletion** of your data (“right to be forgotten”)
 - **Restrict or object** to processing
 - **Withdraw consent** at any time (where applicable)
 - **Data portability**
 - **Lodge a complaint** with a supervisory authority
-

9. Data Security

We implement industry-standard security measures to protect your data, including encryption, access controls, and regular monitoring.

10. Cookies and Tracking

Our app runs embedded within the Shopify Admin interface, which itself uses cookies for authentication and session management. While Shopify sets and manages these cookies, **our app does not set or use any additional cookies or tracking technologies within the Shopify Admin or storefront.**

If we introduce any cookies or tracking mechanisms in the future, we will update this policy accordingly and notify our users.

11. Changes to This Policy

We may update this policy as needed to reflect legal or operational changes. Updates will be posted here with a revised “Effective Date.” If the changes are material, we will notify you through your Shopify account or email.

12. Contact Us

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

Email: fulfily@outlook.com

Company: Fulfily