

# Metafields Guru Privacy Policy

This privacy policy applies to Metafields Guru developed by 256 Development.

256 Development is committed to ensuring that your privacy is protected. We recognize the importance of protecting all the information provided by Metafields Guru users, newsletter subscribers and all 256 Development customers. All our customers and users are encouraged to read this privacy policy prior to submitting any personal information or using the website in any other manner.

## Information Collection and Usage

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

- 1) Metafields. All available API resource are listed here:  
<https://help.shopify.com/en/api/reference/metafield>
- 2) Products. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/products>
- 3) Variants. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/products/product-variant>
- 4) Smart collections. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/products/smartcollection>
- 5) Custom collections. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/products/customcollection>
- 6) Customers. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/customers>
- 7) Orders. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/orders>
- 8) Pages. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/online-store/page>
- 9) Blogs. All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/online-store/blog>
- 10) Articles (Blog posts). All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/online-store/article>
- 11) Shop (Online store). All available API resources are listed here:  
<https://help.shopify.com/en/api/reference/online-store>

Please, note that these access levels are necessary to retrieve and manage the metafields. You can learn more about the metafields object and its API down the following links:

- 1) <https://help.shopify.com/en/manual/products/metafields>
- 2) <https://help.shopify.com/en/themes/liquid/objects/metafield>
- 3) <https://help.shopify.com/en/api/reference/metafield>

Any kind of API calls are not being made unless the user triggers them using the app. No data is being collected, processed or stored without the user's corresponding triggering action.

When you use Metafields Guru, our server records the information sent from your browser:

- 1) web request (e.g. type, date, time, etc.)
- 2) IP address
- 3) browser type
- 4) browser language

The information you provide is secured by GDPR and a person using the app, should give Metafields Guru permission to collect, store and process their personal data. Any time a user/client can:

- 1) Inquire what type of information the company collects and how it will use it.
- 2) Request to correct, amend or delete personal information.
- 3) Withdraw the consent for personal data processing.

## **Information Security**

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data.

We restrict access to personal information to 256 Development employees, contractors and agents who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to disciplinary action, including termination and criminal prosecution, if they fail to meet these obligations.

## **Information Sharing**

We do not share, sell or rent any kind of personal information (or store-related data, metafields data etc) provided by our users, customers or website visitors to third-parties. We ensure the confidentiality of your private data.

Certain pieces of aggregated, non-personal information, which does not identify your personality, may be shared with third-parties to optimize Metafields Guru service. This may include the most popular resource types, resources count etc.

## **Data Integrity**

Metafields Guru processes personal information for the specific purposes it was collected for and in accordance with this Privacy Policy or any applicable service-specific privacy statement. Data collection, storage and processing practices are constantly analyzed to ensure proper information adherence. All the procedures involving your store information are

performed on highly secured servers. Only authorized staff has access to monitoring the migration process. We take reasonable steps to ensure that the personal information we process is accurate, complete, and current. We count on our users to update or correct their personal information whenever necessary.

### **Notification of Changes**

If we change our privacy policy, we will post those changes on this page so our users are aware of what information we collect, how we use it and under which circumstances, if any, we disclose it. Users should check this policy frequently to keep abreast of any changes.

### **We Keep Your Data Safe and Private**

When it comes to protecting your private information, we've got it locked as safe as the gates of the Underworld guarded by Cerberus. And we never, EVER disclose any data to third-parties without your permission.

Metafields Guru ensures constant compliance with this Privacy Policy.

# Metafields Guru Security Policy

We at 256 Development prioritize data security and have a set of practices, technologies and policies in place to ensure the highest level of security for your data, which this document outlines.

## **Data security**

The app is running on Amazon servers located in USA and Germany (server usage depends on user's location).

Amazon is a proven provider of remote servers known for both performance and security.

You can learn more about the measures taken to protect their data centers here:

<https://aws.amazon.com/compliance/data-center/controls/>

## **Security Audits**

All systems are scanned regularly to prevent any vulnerabilities. The software is being updated on an ongoing basis, so all connections to the previous version are limited, logged and checked. We guarantee 100% security of your shop data before, during, and after the usage of our app.

Our security measures are directed at protecting against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures.

## **Data Access Security**

Only authorized Metafields Guru employees can access the source code and work on support cases.

Each of them has their own credentials and can reach certain areas of software only from specific IPs.

## **GDPR Compliance**

Metafields Guru is compliant with GDPR regulations, more info on this you can find on our GDPR Compliance page.

## **Payment security**

All the payments are carried out by Shopify, for more details, please, refer to the official Shopify info page: <https://help.shopify.com/en/partners/making-apps>

Please, note that none of your payment data is stored or processed by Metafields Guru.

# GDPR compliance

This page addresses data regulations and explains how Metafields Guru process sensitive data to guarantee its users/customers greater security, transparency, and control over the personal information. Our company strives to provide Metafields Guru users/clients with seamless experience and data security.

## **What is GDPR?**

The General Data Protection Regulation (GDPR) is a regulation within EU law that determines data protection and privacy protection of European Union citizens. GDPR directs the export of personal data outside the European Union as well. According to its terms, a person has to give freely given, specific, informed, and unambiguous consent for the information to be used by the company, otherwise using the personal info of a particular individual is considered illegal.

Because Metafields Guru deals with the personal data of EU citizens and since the proper treatment of personal data of all clients, regardless of their nationality, is the company's primary goal, we have taken a set of measures to get compliant with EU data protection requirements and have made the treatment of sensitive data even more transparent.

Metafields Guru guarantees that every client/user has the right to:

- 1) Know what kind of information is collected by Metafields Guru and how it will be processed;
- 2) Inquire why and at what steps of cooperation the personal data is collected;
- 3) Agree or disagree on providing personal info during the very first interaction with the website/service;
- 4) Request correction, amendment or extraction of their personal data;
- 5) Ask to specify the ways the data provided is secured by Metafields Guru;
- 6) Withdraw the consent for personal data processing.

## **What data does Metafields Guru collect?**

When you use Metafields Guru, our server records the information sent from your browser:

- 1) web request (e.g. type, date, time, etc.)
- 2) IP address
- 3) browser type
- 4) browser language

## **Where is the data stored and processed?**

To make sure Metafields Guru is completely GDPR-friendly, we use a separate server and database for our EU-based users/clients which is running on the most advanced and secured Amazon servers located in Germany.

## **What are cookies and What Data is Collected**

A computer “cookie” (HTTP cookie, a web cookie, browser cookie or Internet cookie) is a packet of data that a computer receives and sends back without changing. Once you visit any website, it sends cookies to your computer and the data gets saved in a file located inside the web browser. Cookies include information that help any website keep track of the visits and users activities.

We do not store any personal or sensitive data in cookies. We use cookies only to notify the users with the outdated or unsupported web browsers that they need to update or change the web browser.

## **Why does Metafields Guru Collect Personal Data?**

We need to get some data (like your current location, browser type etc.) to perform the valid servers routing and use the most relevant app settings.

## **How is the Sensitive Data Protected?**

For additional information, please, refer to the Security Policy