



Welcome to PriceZag.com, a SaaS platform.

Your privacy is important to us. This Privacy Policy explains how we collect, store, use and disclose your personal information when you use pricezag.com and other services provided by PriceZag (the “**Services**”).

This Privacy Policy explains the following, amongst other things:

1. [INFORMATION WE COLLECT ABOUT YOU](#)
2. [HOW WE USE YOUR PERSONAL INFORMATION](#)
3. [SHARING YOUR PERSONAL INFORMATION](#)
4. [COOKIES AND SIMILAR TECHNOLOGY](#)
5. [WHEN TERMINATING YOUR ACCOUNT](#)
6. [INTERNATIONAL DATA TRANSFERS](#)
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8. [CHANGES AND UPDATES TO THIS PRIVACY POLICY](#)
9. [DON'T WANT TO GIVE US YOUR PERSONAL INFORMATION?](#)

This Privacy Policy shares the definitions of our Terms of Use. The expressions used in this document, such as “Platform”, “Account”, “User”, and more, refer to these definitions which you can find at this address: <https://pricezag.com/terms#definitions> .

By using the Website, the Applications or any of the Services, and in particular by registering a PriceZag account, you are consenting to the use of your personal information in the manner set out in this Privacy Policy.

Please take some time to read this Privacy Policy and make sure you are happy with our use and disclosure of your personal information.

**If you do not agree to any of the provisions of this Privacy Policy, you should not use the Website or any of the Services.** If you have any questions or concerns, you can contact us by using the electronic forms provided at this address: <https://pricezag.com/contact> .

Please note that this Privacy Policy only applies to the Website, the Applications and the Services (together, the “**Platform**” as defined in our [Terms of Use](#)). When using the Platform, you may find links to other websites, applications and services, or tools that enable you to share information with, or through the use of, other websites, applications and services. PriceZag is not responsible for the privacy practices of these other websites, applications and services and we recommend that you review the privacy policies of each of these websites, applications or services before connecting your PriceZag account or sharing any personal information.

## 1. INFORMATION WE COLLECT ABOUT YOU

We collect personal information about you from various sources:

### a) Information provided by you

You do not need to provide us with any personal information in order to visit the Website. However, certain Services do require that you register for a PriceZag account and, by doing so, you will provide us with certain personal information:

- **Essential Information:** When you register any kind of PriceZag account, you will need to provide the following:
  - valid email address
  - password you have never used and will never use with other services than PriceZag
  - a username
  - billing name as it appears on your payment card
  - credit card number (WE DO NOT RECEIVE THIS)
  - credit card expiration date
  - billing country
  - billing zip-code
- **Additional Information:** You may choose, at your discretion, or have to choose, to provide additional information to use some of our services – for example:
  - phone number(s) to receive text notifications
  - other email address(es) to receive notifications
  - time during which you prefer not to receive any notification (called “sleep time”)
  - URL addresses of products your website
  - URL address of your API for us to connect to
  - preferred currency
  - personal name to refer others
  - spreadsheet listing your products, their price, name, and more
  - full billing address (for invoices)

Any information you do provide may be deleted, edited, changed or amended by you at any time.

- **Information from Correspondence:** You will provide certain personal information if you contact us by email, use any of the webforms on the Platform, or contact us by mail, fax or other offline means.
- **Survey Information:** If you participate in any survey, you will provide certain personal information as part of your response, unless you respond anonymously.

## **b) Information we collect automatically**

There is certain information that we collect automatically as the result of your use of the Platform, or through the use of web analytic services. This information includes:

- the Internet Protocol (IP) address of the device from which you access the Platform (this can sometimes be used to derive the country or city from which you are accessing the Platform)
- the reverse hostname and whois of your IP address if any
- the URL address of the website that you visited immediately prior to visiting our Website (commonly called “referrer”)
- the specific actions that you take on the Platform, including the pages that you visit, items you click, streaming or downloading content, uploading or posting content, leaving the Platform for another Website, or performing a search
- any search terms that you may enter on the website
- the time, frequency and duration of your visits to the Platform
- your browser type and operating system
- the nature of the device from which you are accessing the Platform, for example, whether you are accessing the Platform from a personal computer or from a mobile device
- information collected through cookies and similar technology
- information regarding your interaction with email messages, for example, whether you opened, clicked on, or forwarded the email message
- information related to your prices, stock, sales, and the ones of your competitors

## **c) Information from other sources**

When you make a payment using third party features or services, such as Stripe, some information you provide to this third party may be collected and stored by PriceZag – for example the expiration date and zip-code of your card. The sensitive payment credentials provided to third parties, such as card number or passwords are never collected by PriceZag.

PriceZag does not access nor collect any private information from the Websites you request us to visit automatically by submitting their URL address(es) on our Platform, even when this website belongs to you.

## **2. HOW WE USE YOUR PERSONAL INFORMATION**

We use the information that we collect about you for the following purposes:

- Your email address, username and password are used to identify you when you log into the Platform.
- Your email address will be used to send you service updates and notifications regarding your account on the Platform.
- Your mail address is used to generate invoices.
- Your additional email address(es) and phone number(s) are used to send you notifications and will contain details about prices, inventory, and other information related to your use of the platform.

Your personal information is also used for the following general purposes:

- To operate and maintain your PriceZag account, and to provide you with access to the Website and use of the Applications and any Services that you may request from time to time.
- To seek your participation in surveys, and to conduct and analyze the results of those surveys if you choose to participate.
- To provide you with technical support.
- To respond to you about any comment or inquiry you have submitted.
- To analyze the use of the Platform, and the people visiting the Website and using the Applications and Services, in order to improve PriceZag.
- To customize your use of the Platform and/or the content of any email newsletter or other material that we may send to you from time to time.
- To prevent or take action against activities that are, or may be, in breach of our [Terms of Use](#), Guidelines, or applicable law.
- For other purposes, provided we disclose this to you at the relevant time, and provided that you agree to the proposed use of your personal information.

### 3. SHARING YOUR PERSONAL INFORMATION

**We will not share your personal information with any third party, except as described in this Privacy Policy.** There are circumstances where we may need to share some of the personal information we collect about you or which you provide to us - these circumstances are as follows:

- With your consent: We will disclose your personal information if you have explicitly agreed that we may do so. We will make this clear to you at the point at which we collect your information.
- When you enter an email address in a form on our website, or when you perform some actions related to an account, we may, and often do, send to the relevant email address some technical details related to the internet connection and browser you used to perform this action, such as for example your IP address, User-Agent, and approximate location. We send this information because we consider you have the right to know who entered your email address on the website, and who performed or attempted to perform actions related to your account.
- When you refer someone, we may send them your name, email address, and details about your current plan for our services.
- Service Providers: We may use certain reputable third parties, to provide us with certain specialized services related to the Platform. These third parties will have access to certain information about you, but only where this is necessary in order for those third parties to provide their services to us. Where we transfer personal information to these third parties, we ask and require these third parties to implement appropriate organizational and technical security measures to protect against unauthorized disclosure of personal information, and only to process personal information in accordance with our instructions and to the extent necessary to provide their services to us. For example, all information we will send to an email address or phone number you provided will be transferred to our provider responsible for the delivery of the message, such as email forwarding provider or SMS API.
- As aggregated data: We may aggregate your personal data with similar data relating to other users of the Platform in order to create statistical information regarding the Platform and its use,

which we may then share with third parties or make publicly available. However, none of this information would include any email address or other contact information, or anything that could be used to identify you individually, either online or in real life.

- If required by law: We will disclose your personal information if we believe in good faith that we are permitted or required to do so by law, including in response to a court order, subpoena or other legal demand or request.
- To protect our interests: We may disclose your personal information if we feel this is necessary in order to protect or defend our legitimate rights and interests, or those of our users, employees, directors or shareholders, and/or to ensure the safety and security of the Platform.
- In the context of a business transfer: We may transfer your personal information to any person or company that acquires all or substantially all of the assets or business of PriceZag, or on a merger of our business, or in the event of our insolvency.

#### **4. COOKIES AND SIMILAR TECHNOLOGY**

In common with most websites, we use cookies and other standard Internet technologies to help us improve the experience on the Platform, and to authenticate you when logging into your account. You are free to disable or block cookies. However, some of the features of our Platform are not available without cookies. **If you do not want us to store cookies on your computer, you should not use our Platform.**

**If you choose to use the Platform without blocking, disabling cookies, or filtering cookies, you indicate your consent to our use of these technologies and to our use (in accordance with this Privacy Policy) of any personal information that we collect using these technologies.**

#### **5. WHEN TERMINATING YOUR ACCOUNT**

IF YOU CANCEL YOUR ACCOUNT BY ONLY USING THE RELEVANT FEATURE PROVIDED IN OUR PLATFORM, NO INFORMATION WILL BE DELETED and you can come back at any time using your login credentials. This feature only interrupts the subscription to the services we provide for a monthly fee and does not legally terminate your use of the Platform. IF YOU WISH TO TERMINATE YOUR ACCOUNT YOU MUST FIRST CANCEL THE SERVICES USING OUR FEATURE AND THEN EXPRESS THIS BY SENDING A TICKET FROM YOUR ACCOUNT.

You can terminate your account at any time. Please bear in mind that, if you terminate your account, the following information may NOT be deleted:

- URL addresses and all public information retrieved from the Websites you requested us to access
- Statistics related to the use of your account, including but not limited to, payments (for taxes and analysis purposes), or logs of actions you performed on the Platform.

If you require to terminate your account, we will do so within a reasonable period of time, but we may need to retain some of your personal information in order to satisfy our legal obligations, or where we have a legitimate reason for doing so.

## **6. INTERNATIONAL DATA TRANSFERS**

PriceZag is currently hosted in the United States, and your personal information is collected, stored, used and shared in accordance with US laws. However, from time to time, it may be necessary for us to transfer your personal data from country to country. You should be aware that privacy laws in other countries may not be equivalent to the laws in your country, and by using the Platform, you consent to the transfer, storage and processing of your personal information in other countries in accordance with this Privacy Policy and applicable law.

## **7. CHILDREN**

PriceZag is not intended for use by children. Anyone under the age of 13 is not permitted to use the Platform and must not attempt to register an account or submit any personal information to us. We do not knowingly collect any personal information from any person who is under the age of 13 or allow them to register an account. If it comes to our attention that we have collected personal data from a person under the age of 13, we will delete this information as quickly as possible. If you have reason to believe that we may have collected any such data, please notify us immediately using the electronic forms provided at this address: <https://pricezag.com/contact> .

## **8. CHANGES AND UPDATES TO THIS PRIVACY POLICY**

We may occasionally update this Privacy Policy, and when we do so, we will also revise the Effective Date set out below. Any changes to our Privacy Policy will always be available online so that PriceZag users are always aware of what information we gather, and how we might use and share that information. Please be sure to check back here from time to time to ensure that you are aware of any changes to this Privacy Policy. Any material changes to this Privacy Policy will be communicated to registered users by a notification to their account, and/or by email, and/or by posting a notice of the change on the Website.

## **9. DON'T WANT TO GIVE US YOUR INFORMATION?**

If you decide that you do not want us to use your personal information in the manner described in the Privacy Policy, please do not use the Platform. If you have already registered an account, you should [Terminate](#) your account.

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.END OF THE DOCUMENT OF AGREEMENT.

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