

## **Privacy Policy**

**Last Updated: June 22, 2020**

The Borzoi application and website, and the services and products offered therein (collectively, the “Service”) include, but are not limited to, providing a tool for Shopify merchants to create an AMP version of their store. This Privacy Policy describes how personal information is collected, used, and shared when you install or use the Service in connection with your Shopify-supported store.

### **Personal Information the Service Collects**

When you install the Borzoi application, we collect the following from your Shopify account:

- Your name, email, and Shopify user ID.
- Your Shopify store’s currency, domain, products, collections, and theme.

Once you have installed the Borzoi application, we collect the following during your initial use of the Service:

- Your Facebook ad pixel, and Google Analytics tracking ID.

We may collect similar information on an as-needed basis during your future uses of the Service, such as when any of the above information is changed by you between uses of the Service.

When you use the Service, we automatically log information about you and your computer including your IP address, operating system type, browser type, user-agent application, internet service provider, referring and exit pages, clicks, and date and time stamps.

When you use the Service to upload creative assets including, but not limited to, images, videos, and text, we store these creative assets on third party cloud storage networks. By installing the Borzoi application and using the Service, you agree to abide by Google’s Privacy Policy (available at: <https://policies.google.com/privacy>) and Google’s Terms of Service (available at: <https://policies.google.com/terms?hl=en>). We also agree to, and do, abide by Google’s Privacy Policy and Terms of Service.

As such, if your use of the Service is found to be in violation of the Google Privacy Policy or the Google Terms of Service, we reserve the right to take appropriate corrective action, including, but not limited to, suspension or permanent deactivation of your account on the Service in order to ensure our compliance with the policies and practices of our third party cloud storage provider.

### **How Do We Use Your Personal Information?**

We use the personal information we collect from you:

- to provide and operate the Service.
- to respond to comments and questions.
- to send information such as technical notices, updates, security alerts, and user-support and administrative messages.

- to protect against, investigate, and deter abusive, fraudulent, unauthorized, or illegal activity.
- to optimize or improve the Service.

We will never sell the personal information that we collect from you to a third party, unless we sell all or a part of our business, in which case, your information may be included and shared with the buyer as a part of the sale of our business, as below.

### **Sharing Your Personal Information**

We may share your personal information:

- with your consent or at your direction.
- when we do a business deal, or negotiate a business deal, in which we'd be selling or transferring all or a part of our business or assets (such as a merger, financing, acquisition, or bankruptcy transaction or proceeding).
- when third party websites, such as Google, need your information to do work for us.
- for legal or safety reasons, such as:
  - complying with applicable laws.
  - responding to lawful requests and legal processes.
  - protecting the rights and property of Yang Enterprise Solutions LLC, our agents, customers, and others.
  - sharing information in an emergency, such as protecting the safety of our employees and agents, our customers, or anyone else.

### **Your Rights**

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 at [privacy@borzoi.com](mailto:privacy@borzoi.com).

### **International Transfer**

We process information on servers located in the United States. Your information may be transferred to and stored in a country outside where you live.

### **Changes**

We may change this Privacy Policy every now and then. But when we do, we'll let you know one way or another. You'll always be able to tell if we've issued a more recent version by checking out the Last Updated date that appears at the top of the Privacy Policy. The most recent version of the Privacy Policy is available at: <https://app.borzoi.com/legal/privacy.pdf>. Updated versions of the Privacy Policy supersede all previous versions of the Privacy Policy. And sometimes we may provide you with additional notice, like adding a statement on the Service's homepage or sending you an email.

### **Contact Information**

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 [privacy@borzoi.com](mailto:privacy@borzoi.com).