

# WealthMeUp Shopify App

## Terms of Service

**Last updated:** January 5, 2026

These Terms of Service (“**Terms**”) govern your access to and use of the **WealthMeUp Shopify App** (the “**App**”) provided by **WealthMeUp LLC** (“**WealthMeUp**,” “**we**,” “**us**,” or “**our**”).

By installing or using the App, you (“**Merchant**,” “**you**”) agree to these Terms.

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## 1. Relationship to Shopify

The App is made available through the Shopify platform.

**Shopify Inc. is not a party to these Terms** and is not responsible for the App, its operation, or compliance.

Your use of Shopify remains governed by Shopify’s own terms and policies.

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## 2. What the App Does

The WealthMeUp App enables merchants to **fund customer rewards at checkout** as an alternative or complement to traditional discounts.

These rewards are designed to **grow in value over time** and, by default, accrue value at an **annual percentage yield (“APY”) of 4%**, subject to change.

WealthMeUp provides the software and investment infrastructure that:

- Powers the reward experience
  - Connects merchant-funded rewards to customer accounts
  - Tracks reward funding, growth, and reporting
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## 3. WealthMeUp’s Role as an Investment Adviser

WealthMeUp LLC is an **SEC-registered internet investment adviser**.

In this role, WealthMeUp:

- Provides investment advisory services related to the reward experience
- Operates in accordance with applicable federal securities laws
- Delivers services under its Form ADV and related disclosures

WealthMeUp does **not** act as a bank or custodian and does not hold customer funds directly. Custody and account administration are provided by regulated third-party financial institutions.

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## 4. Reward Growth and APY Disclosure

The default 4% APY reflects the current rate available through WealthMeUp's integrated financial infrastructure and partners.

Important disclosures:

- APY is **not guaranteed**
- Rates may change over time
- Actual outcomes depend on market conditions, partner terms, and regulatory requirements

WealthMeUp is responsible for the design and operation of the reward investment experience, while third-party institutions provide custody and account services.

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## 5. Financial Infrastructure Partners

To deliver the reward experience, WealthMeUp works with **regulated financial institutions** that provide custody, account administration, and related services.

WealthMeUp:

- Selects and oversees these partners
- Integrates them into the App experience
- Remains the **primary point of contact for merchants**

End customers may be required to agree to additional terms with these institutions to access rewards.

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## 6. Merchant Responsibilities

By installing the App, you represent that:

- You operate a valid Shopify store
- You have authority to bind your business to these Terms
- You will use the App in compliance with applicable laws

You are responsible for:

- How rewards are described in your storefront
  - Ensuring customer-facing disclosures are accurate and not misleading
  - Compliance with pricing, promotion, and marketing regulations
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## **7. Installation, Access, and Removal**

You may install or uninstall the App at any time through Shopify.

Upon uninstallation:

- Access to the App ends immediately
  - Certain data may be retained for legal, compliance, or audit purposes
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## **8. Fees and Billing**

Any fees for the App will be clearly disclosed:

- In the Shopify App Store listing, or
- In a separate written agreement

Billing, if applicable, is processed through Shopify unless otherwise agreed.

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## **9. Data Access and Privacy**

By installing the App, you authorize WealthMeUp to access Shopify data permitted by approved API scopes, which may include:

- Orders and transactions
- Cart and checkout events
- Product and pricing data
- Limited customer data required to operate the App

## 8.2 Use of Data

We use this data solely to:

- Operate and improve the App
- Support reward functionality
- Provide aggregated and anonymized analytics

## 8.3 Privacy Policy

Our data practices are governed by our Privacy Policy: <https://wealthmeup.ai/privacy-policy>

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## 10. No Guarantee of Results

While WealthMeUp is an investment adviser, **investment results are not guaranteed.**

We do not guarantee:

- Specific financial outcomes
  - Increased conversion or sales
  - Customer participation levels
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## 11. Intellectual Property

All rights, title, and interest in the App remain with WealthMeUp.

You are granted a limited, non-exclusive, non-transferable license to use the App in connection with your Shopify store.

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## 12. Termination

WealthMeUp may suspend or terminate access to the App if:

- These Terms are violated
  - Continued use poses legal, regulatory, or platform risk
  - Required by law or Shopify policy
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## 13. Limitation of Liability

To the fullest extent permitted by law, WealthMeUp's total liability will not exceed amounts paid by you to WealthMeUp in the preceding 12 months.

WealthMeUp will not be liable for indirect, incidental, or consequential damages

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## 14. Governing Law

These Terms are governed by the laws of the **State of Delaware**, without regard to conflict-of-law principles.

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## 15. Contact Information

 [hello@wealthmeup.ai](mailto:hello@wealthmeup.ai)

 <https://wealthmeup.ai>