

Last updated: 07/14/2026

This Privacy Policy describes how the WealthMeUp app ("the App", operated by **WealthMeUp Inc.** — "we", "us") collects, uses, and shares personal information when a merchant installs or uses the App with their Shopify store, and how customers of those stores may be affected. It is specific to the WealthMeUp Shopify App; our general consumer Privacy Policy is at <https://wealthmeup.ai>.

The App connects a merchant's Shopify store to the WealthMeUp cashback rewards program: when a WealthMeUp member purchases at a participating store, the App attributes the order and issues the member a cashback reward, and provides the merchant with reporting on rewarded activity.

Personal Information the App Collects

From Shopify (with your authorization), via webhooks/APIs:

- **Store/merchant information:** your store domain and the contact email used to register the store with the App.
- **Order information:** for each order (and any cancellation/refund) — order identifier, order totals and subtotals, taxes, discounts, and line-item details (product, price, quantity).
- **Customer identifiers:** the customer's email address and/or phone number included with the order. We use these **solely** to determine whether the customer is a registered WealthMeUp member so we can attribute a reward. We do not use them to independently market to your customers.

Collected independently: when you or your staff use the App's merchant dashboard or contact us, account/registration details (name, email) and standard technical/usage data (IP address, browser type, time zone, cookies/similar technologies), as described in our general Privacy Policy.

How We Use Personal Information

To: operate the App (match qualifying orders to WealthMeUp members and calculate/issue rewards); provide merchant reporting and analytics on rewarded orders; process cancellations/refunds and adjust rewards; communicate service, security, and support messages; maintain security and improve the App; and comply with legal obligations.

Sharing Personal Information

We share personal information with service providers who help us operate the App — e.g., cloud hosting/infrastructure (Amazon Web Services) and partners that support reward delivery to WealthMeUp members. We do **not** sell your or your customers'

personal information. We may share information to comply with applicable law, to respond to lawful requests (e.g., subpoena or government request), or to protect our rights.

Data Retention

We retain order and reward information as long as necessary to operate the rewards program (including returns, cancellations, and reward reconciliation) and to meet our legal and financial-services record keeping obligations. We delete personal information when no longer needed for these purposes, **except where we are required to retain it by law**. Merchants may request deletion of their store's information by contacting us, and we honor Shopify's data-deletion (redaction) requests for merchants and their customers.

Your Rights

Depending on where you or your customers reside (e.g., the EEA or certain U.S. states), you may have rights to access, correct, port, or delete personal information, and to object to or restrict certain processing. Contact hello@wealthmeup.ai to exercise these rights. Your personal information may be transferred to, stored, and processed in the United States.

Changes

We may update this Privacy Policy from time to time; we will post the updated policy and revise the "Last updated" date.

Contact Us

Email: hello@wealthmeup.ai · Web: <https://wealthmeup.ai> · WealthMeUp Inc.