



YOUR INFORMATION

Privacy policy

How we collect, use, share, and delete information when merchants and shoppers use Personalizer Studio.

Publisher

DigitalWorkforce

Contact

digitalworkforceps@gmail.com

Applies to

Personalizer Studio and its storefront tools

At a glance: Personalizer Studio stores designs, uploaded artwork, personalization details, and related shop and order information to help merchants sell personalized products. Personal information may be included in artwork or text. Optional AI actions send the selected prompt or image to OpenAI. Payment card details are handled by Shopify and payment providers, not by this app.

1. Scope & roles

This policy covers the Personalizer Studio embedded Shopify app, its storefront editor and cart previews, its public documentation, and related support processes. DigitalWorkforce provides the app.

Merchants decide how they offer personalization and which customer information they ask shoppers to provide. We process customer designs and associated order information to provide the service to those merchants. We also process merchant, support, and operational information for our own app administration and security purposes. The merchant's privacy policy also applies to purchases and use of its store.

2. Information we process

Category	Examples and source
Shop & account information	Shop domain, Shopify identifiers, app settings, and authenticated merchant or staff session information supplied through Shopify.
Product catalog	Synced product names, IDs, handles, publication status, image URLs, variant names, prices, availability, and store currency.

Category	Examples and source
Designs & uploads	Merchant templates and customer submissions, including uploaded images, personalized text, layer settings, product/view choices, and saved design identifiers. These can contain names, photographs, messages, or other personal information supplied by a user.
Order & production records	Personalized order identifiers, order names, dates, amounts, currency, variant quantities, production status, and associated designs. We store a Shopify customer ID when supplied for a related order or logged-in storefront submission. Internal drafts also store the customer/project name and gift details entered by the merchant.
Billing information	Shopify app subscription IDs, plan names, status, test status, prices, billing intervals, and period-end dates returned by Shopify. The app is currently free for all stores, and new paid subscription requests are disabled.
AI requests	A merchant's prompt for artwork generation or selected image for background removal, and the image returned by the AI provider.
Support & operational data	Messages and attachments you send to support; shop-level usage counters; webhook identifiers; and server request and error logs, which may include IP addresses, browser information, URLs, and timestamps.

Shopify order notifications can contain more information than the app retains. Personalizer Studio stores the subset needed for personalized order handling, rather than maintaining a full Shopify customer profile. Free-form text and uploads can nevertheless contain personal information, so only provide content needed for your design.

Shopify session tokens and exchanged access tokens are used to authenticate API requests. The app's current token-exchange flow keeps these tokens in request memory rather than saving them as persistent installation records. We do not collect or store payment card numbers through Personalizer Studio.

3. Purposes & legal bases

We use information to authenticate merchants, save and publish templates, generate personalization previews, associate designs with cart items and orders, prepare production records, process requested AI actions, manage app billing, provide support, and protect service reliability and security.

We also process information to respond to privacy requests and applicable legal or platform obligations. Where laws such as the GDPR or UK GDPR apply, the relevant grounds may include performing our agreement with merchants, legitimate interests in operating and securing the service, legal obligations, and consent where required. For customer information handled on a merchant's behalf, the merchant is responsible for identifying the appropriate legal basis and providing required notices.

We do not use the app's customer artwork or personalization data for advertising, and we do not sell personal information.

4. Sharing & optional AI processing

We disclose information as needed to provide the service:

- **The merchant:** receives submitted artwork and order-related personalization for review, production, and support.
- **Shopify:** provides app authentication, catalog access, storefront infrastructure, cart and order handling, app billing, and privacy notifications. A saved design identifier and personalization label are attached to relevant cart items.
- **Hosting and infrastructure providers:** support the application server, database, delivery of assets, and operational communications.
- **OpenAI:** processes a prompt when a merchant requests AI artwork, or the selected image when a merchant requests background removal. Ordinary uploads and saved designs are not automatically sent to OpenAI. Returned artwork is stored if it is included in a saved design.
- **Legal and professional recipients:** may receive information where required by law or reasonably necessary to protect rights, investigate misuse, or obtain professional advice.

OpenAI's handling of API requests is subject to its applicable service terms and [API data controls](#). Shopify processes information under its own [privacy policy](#). Deleting a record in Personalizer Studio does not itself delete independently held records at these providers.

Saved customer artwork is retrieved through the store's storefront endpoint using its design identifier so that cart previews can be displayed. Someone with that identifier and access to the storefront endpoint may be able to view the associated artwork. Treat design identifiers and downloaded artwork as private.

5. Browser storage

The merchant app uses browser local storage to remember whether its theme-embed notice has been dismissed. Unsaved editor changes are held in the current browser session. Personalizer Studio does not include its own advertising pixels or cross-site marketing trackers.

Shopify, the merchant's theme, and other installed apps may use cookies or storage for login, carts, analytics, or other purposes. Those uses are governed by their respective notices and settings.

6. Retention & deletion

Saved templates, customer submissions, order records, and app settings remain in the app database to support the store's ongoing use until they are deleted through available controls, a verified request, or shop cleanup. The app does not currently apply a fixed automatic expiry to saved designs or customer submissions.

- **Template deletion:** merchants can delete saved templates from My designs. This does not automatically remove separate customer submissions or artwork already attached to an order.

- **Customer requests:** verified Shopify data-access notifications prepare the app records that can be matched to the customer's stored identifier for merchant download. Verified customer-deletion notifications remove matching customer-linked records and related stored request exports.
- **Guest or unlinked information:** guest designs and personal information entered in free-form text may not be identifiable from a Shopify customer ID alone. Contact the merchant or us with the relevant store, order, or design reference so that the records can be located.
- **Shop cleanup:** after receiving a verified app-uninstall or shop-redaction notification, the app deletes the shop's stored templates, submissions, orders, settings, billing snapshots, and usage records from its operational database.

Operational logs and support correspondence are handled separately for troubleshooting, security, and request handling. Contact us about deletion of these records. Records held independently by Shopify, AI providers, or merchants, and copies previously exported or downloaded, are subject to those parties' retention practices. Uninstalling does not erase those independent copies.

7. Security

The service uses HTTPS, authenticated merchant requests, verification of Shopify storefront and webhook signatures, and shop-scoped database access. Credentials are kept on the server, and uploaded content is subject to format and size checks.

No storage or transmission method is completely secure. Merchants should limit access to their Shopify accounts, handle artwork and privacy-request exports securely, and avoid sending passwords, API keys, or unnecessary sensitive information in support messages or design content.

8. International processing

DigitalWorkforce and its providers may process information in countries other than the country where a merchant or shopper is located. The locations and arrangements depend on the service and provider involved. Contact us if you need information about the processing arrangements relevant to your store.

9. Choices & rights

You may choose not to use optional AI tools or submit personal content in a design. Merchants can edit or delete templates, disable storefront personalization, and uninstall the app.

Depending on applicable law, you may have rights to access, correct, delete, or obtain a copy of your personal information; restrict or object to processing; withdraw consent where processing relies on consent; or complain to a data-protection authority. We will assess requests under applicable law and may need to verify your identity and relationship to the store.

Shoppers should normally contact the merchant first because the merchant handles the order and can submit a customer privacy request through Shopify. You may also contact DigitalWorkforce directly. Provide the store domain and enough information to locate the relevant records, without sending unnecessary personal information.

We coordinate with the merchant where needed.

10. Changes & contact

We may update this policy when the app's functionality, data practices, or applicable requirements change. The effective date above identifies the current version.

DigitalWorkforce — Personalizer Studio

Email: digitalworkforceps@gmail.com

Website: personalizer.digitalworkforce-pro.com

For setup and usage instructions, see the [user documentation](#).