Privacy Policy

Effective date: November 21, 2026

This Privacy Policy explains how Reminder Pass ("Reminder Pass," "the App," "we," "us," or "our") collects, uses, shares, and protects information when a Shopify merchant ("Merchant," "you") installs and uses the App, and when a Merchant's customers ("Customers") add and use a Reminder Pass wallet pass.

Reminder Pass is operated by PRO Ventures Holdings LLC, an Arizona limited liability company (formation pending), 2034 E Southern Ave, Unit O, Tempe, AZ 85282. Website: reminderpass.com. Contact: support@reminderpass.com.

1. What Reminder Pass does

Reminder Pass is a Shopify app that lets Merchants offer their Customers an Apple Wallet or Google Wallet pass. The pass delivers reorder and refill reminders for products customers reorder, along with subscription and reorder links, through Wallet pass notifications.

2. Our role

For Customer personal information, the Merchant is the business that decides why and how the information is used (the "controller" or "business"), and Reminder Pass processes it on the Merchant's behalf and under the Merchant's instructions (a "processor" or "service provider"). For Merchant account information, Reminder Pass acts as the controller.

3. Information we collect

3.1 Merchant information

When you install the App, Shopify gives us access to certain store information. We collect:

- **Shop details:** your shop domain (for example, `yourstore.myshopify.com`), store name, plan details, currency, and time zone.
- **Store owner contact information:** the store owner's or account contact's name and email address.
- **Access credentials:** the OAuth access token that Shopify issues so the App can work. It is stored encrypted.
- **App settings:** your pass design (logo, colors, text), reminder timing, message templates, and reorder or subscription link settings.
- **Billing status:** your subscription plan and charge status, as reported by Shopify. We do **not** receive or store your payment card details. Shopify handles all billing.

- **Support communications:** anything you send us when you contact support.

3.2 Customer information

To create and update passes and send reminders, we process the minimum Customer data needed:

- **Identity and contact data:** Customer name and email address.
- **Order data:** order identifiers, order dates, the products and variants purchased, quantities, and the related reorder or subscription links. We use this to work out when a reminder is due.
- **Pass data:** the pass serial number, the pass type (Apple or Google), and the date a pass was added or removed.
- **Wallet device data:** when a Customer adds a pass to Apple Wallet, their device registers with our pass web service and sends us a device library identifier and an **Apple Push Notification service (APNs) push token**. For Google Wallet, Google sends us the pass object status. We use these only to deliver pass updates and notifications.
- **Technical data:** limited server logs, such as IP address, user agent, and request timestamps, which are created when a device or browser contacts our service. We use these for security and troubleshooting.

We do **not** collect Customer payment card information. We do not ask for or intentionally collect sensitive personal information.

3.3 Cookies

The App's embedded admin uses session tokens that Shopify provides, plus strictly necessary cookies or storage, to keep you signed in. We do not use advertising cookies or third-party tracking pixels in the App.

4. How we use information

We use information only to:

- Provide, operate, and maintain the App, including creating, signing, issuing, and updating Wallet passes.
- Calculate reminder timing and send reorder and refill reminders and pass notifications set up by the Merchant.
- Show reorder and subscription links on the pass.
- Process App subscription status through Shopify Billing.
- Respond to support requests and communicate with Merchants about the App, including service, security, and policy notices.
- Monitor, secure, debug, and improve the App, including through aggregated, de-identified usage statistics.
- Comply with legal obligations and enforce our Terms of Service.

We do **not** sell personal information, "share" it for cross-context behavioral advertising, or use Customer data to market to Customers on our own behalf.

5. How we share information

We share information only with the service providers needed to run the App, and only as required:

- **Shopify:** to authenticate, read the store and order data the App needs, and process billing.
- **Apple (Apple Wallet and Apple Push Notification service):** pass content and push tokens are used to deliver passes and notifications to Apple devices.
- **Google (Google Wallet API):** pass content is sent to Google to issue and update Google Wallet passes.
- **Hosting and infrastructure providers:** for example, Cloudflare and Amazon Web Services (AWS), for hosting, databases, storage, content delivery, security, and email delivery.
- **Legal and safety:** when required by law, subpoena, or legal process, or to protect the rights, property, or safety of Reminder Pass, Merchants, Customers, or others.
- **Business transfers:** in connection with a merger, acquisition, or sale of assets, subject to this Policy.

Our service providers may process information only on our instructions, and they are bound by confidentiality and data protection obligations.

6. International transfers

We and our providers may process information in the United States and other countries. Where required, we rely on appropriate safeguards, such as the European Commission's Standard Contractual Clauses, for transfers of personal data from the EEA, UK, or Switzerland.

7. Data retention

- **While installed:** we keep Merchant and Customer data for as long as the App is installed and the data is needed to provide the service. Order data is limited to what is needed to calculate reminders.
- **Passes removed:** when a Customer removes a pass from their wallet, the related device registration and push token are deleted.
- **After uninstall:** when a Merchant uninstalls the App, we stop processing the store's data. All store and Customer data is deleted within **48 hours** of uninstall, or when we receive Shopify's `shop/redact` webhook, whichever comes first.
- **Logs and backups:** security logs are kept for a limited time, normally no more than 30 days. Encrypted backups roll off on a fixed schedule.
- **Legal holds:** we may keep limited information longer if the law requires it.

8. Shopify mandatory privacy (GDPR) webhooks

Reminder Pass subscribes to and honors Shopify's mandatory compliance webhooks:

- **`customers/data_request`:** when a Customer asks a Merchant for their data, we compile the Customer data we hold for that store and give it to the Merchant so the Merchant can respond to the Customer.
- **`customers/redact`:** when a Merchant or Shopify asks us to erase a Customer's data, we delete that Customer's personal information, passes, and device registrations. We do this within 30 days, and usually much sooner, unless we must keep the data for legal reasons.
- **`shop/redact`:** sent after a store uninstalls the App. We permanently delete all data for that store. In practice, store data is deleted within 48 hours of uninstall.

Customers can also make requests through the Merchant they bought from, or by emailing us directly. We will work with the relevant Merchant to fulfill them.

9. Your privacy rights

9.1 GDPR / UK GDPR (EEA, UK, and Switzerland)

Depending on your location, you may have the right to access, correct, delete, restrict, or object to the processing of your personal data, the right to data portability, and the right to withdraw consent where processing is based on consent. You may also lodge a complaint with your local data protection authority. Our legal bases for processing are performing a contract (providing the App), legitimate interests (security and improving the service), compliance with legal obligations, and, for Customers, the Merchant's chosen lawful basis.

9.2 CCPA / CPRA (California) and other U.S. state laws

California residents and residents of other states with similar laws have the right to know what personal information is collected, used, and disclosed. They also have the right to request deletion, the right to correct inaccurate information, the right to opt out of the "sale" or "sharing" of personal information, and the right not to be discriminated against for exercising these rights. **We do not sell or share personal information** as those terms are defined under the CCPA, and we do not use sensitive personal information.

9.3 Making a request

Customers should usually contact the Merchant they bought from first, because the Merchant controls their data. Anyone can also email support@reminderpass.com. We may need to verify your identity before acting on a request. You may use an authorized agent where the law allows. We aim to respond within the time the law requires, typically 30 days under GDPR and 45 days under the CCPA.

10. Wallet notifications

Customers control pass notifications through their device. They can turn off notifications for a pass in Apple Wallet or Google Wallet settings, or remove the pass completely. Removing a pass stops all reminders from that pass.

11. Security

We use reasonable administrative, technical, and physical safeguards, including:

- Encryption in transit (TLS/HTTPS) and at rest.
- Encrypted storage of Shopify access tokens.
- Least-privilege access controls.
- Verification of Shopify webhook HMAC signatures and Wallet authentication tokens.
- Requesting only the Shopify API scopes the App needs.

No method of transmission or storage is completely secure. If a data breach affects your information, we will notify affected Merchants and authorities as the law requires.

12. Children's privacy

The App is intended for businesses and is not directed to children under 16. We do not knowingly collect personal information from children. If you believe a child's information has been provided to us, contact us and we will delete it.

13. Changes to this Policy

We may update this Privacy Policy from time to time. If we do, we will change the effective date above. For material changes, we will notify Merchants through the App or by email before the changes take effect.

14. Contact us

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