

Data Collection and Storage Policy

Hiro Analytics Inc. provides analytics services by collecting and processing data from various marketing and ecommerce platforms through their respective APIs. This document outlines the specific types of data we collect, process, and store, as well as the data we explicitly do not collect to protect customer privacy.

Data Sources

Hiro Analytics integrates with the following platforms via their official APIs:

- Klaviyo
- Sendlane
- Yotpo Email & SMS
- Attentive
- Postscript

Data Categories Collected

1. Messaging Engagement Data

- Message Metadata (e.g. name, campaign ids, send times, subject lines, template html)
- Message Engagement Data (e.g. opens, clicks, unsubscribes)

2. Profile Data

- Profile ID (anonymized identifier)
- Email and SMS subscription consent status (e.g. subscription date, unsubscribe date)
- Channel preferences
- Source properties (e.g. referring source)
- Custom properties (e.g. behavioral tags or labels (e.g. last active, last updated))

2. Order Data

- Order ID
- Profile ID
- Order value
- Order date and time
- Currency
- Discount and shipping amounts
- Product line items and metadata

Data Subject Rights

We respect data subject rights and work with our clients to:

- Facilitate access requests
- Support rectification and erasure requests
- Honor objections to processing
- Assist with data portability requests

Data Processing Principles

To protect customer privacy and minimize data exposure, Hiro Analytics does not process or store the following types of personally identifiable information (PII):

- 1. Data Minimization:** We only collect data that is necessary for providing our analytics services.
- 2. Purpose Limitation:** Data is used solely for analytics, reporting, and insight generation directly to the customer and is never shared with any third-parties for any reason.
- 3. Anonymization:** All data is processed using anonymized identifiers rather than personal identifiers.
- 4. Retention:** Data is retained only as long as necessary for service provision and in accordance with our data retention policy. Email and sms engagement data is collected from January 1, 2023 to date. Order data is collected from the beginning of the integration to date to determine first-time vs. returning customer orders.
- 5. Security:** All data is encrypted in transit and at rest, with appropriate access controls in place.

Data We Do Not Store

To protect customer privacy and minimize data exposure, Hiro Analytics does not store the following types of personally identifiable information (PII):

- Email addresses
- Phone numbers
- Customer names
- Physical addresses (billing or shipping)
- Date of birth
- Government-issued identifiers
- Payment processing metadata
- Order notes
- Return or refund reasons

Legal Basis for Processing

Our data processing activities are conducted under the following legal bases:

- Legitimate interest for business analytics
- Contractual necessity for service delivery
- Consent where explicitly provided by data subjects

Contact Information

For questions about this data collection policy or data protection matters:

Data Protection Contact:
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This document is subject to updates based on changes to our services, integrations, or applicable data protection regulations.

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