

Privacy Policy

for the Shopify app Smartform (Contact SMTP Form Builder)
PostMetaGround, Austria

This Privacy Policy is intended for merchants who install the Smartform app from the Shopify App Store and for individuals whose data is submitted through forms on a Shopify store. It explains how personal data is collected, used, stored and shared in connection with the app.

This document is provided for information under the GDPR and Shopify app listing requirements. It is not legal advice.

1. Controller

The controller for processing related to operating, hosting and providing the Smartform app is:

PostMetaGround

Austria

Email: smartform-support@postmetaground.at

For personal data that customers or visitors of a Shopify store enter into a form (for example name, email address or message), the merchant (store owner) is generally the controller under the GDPR. We process that data as a processor on behalf of the merchant in order to provide the app (receiving and forwarding the form submission).

2. What the app does and how data flows

Smartform is a form builder for Shopify. Merchants can create contact forms with custom fields and add them to their theme as an app block. After a visitor submits a form, processing works as follows:

1. The visitor submits the form on the merchant's Shopify store.
2. The form data is sent to our servers.
3. We forward the message through the SMTP server configured by the merchant to the recipient email address(es) defined by the merchant.
4. A copy may be processed on our systems for a short time if needed for delivery, error analysis or abuse prevention.

We do not sell personal data and we do not use form contents for our own marketing.

3. What data we process

3.1 Merchant data (Shopify account / app install)

When the app is installed and used, we may process the following information via Shopify or directly, to the extent required to operate the app:

- Shop domain, shop name, Shopify shop ID
- Contact email associated with the store or app use
- Installation status and app usage / plan information
- Technical logs (time, IP address when using the app admin, error messages)
- App settings configured by the merchant (forms, fields, recipient addresses)
- SMTP credentials entered by the merchant (see 3.3)

3.2 Data from store visitors (form submissions)

Which fields are collected is defined by the merchant in the form builder. Typical examples include:

- Name, email address, phone number, address or company name
- Message content and other custom text or selection fields configured by the merchant
- Technical metadata of the submission (time, shop, form ID, and if needed IP address and user agent for spam and abuse prevention)

The merchant is responsible for collecting only necessary fields, informing data subjects (for example in the store privacy policy) and obtaining a legal basis or consent where required.

3.3 SMTP credentials

To send emails through the merchant's mail server, the app stores the SMTP details entered by the merchant (for example host, port, username, password or other authentication secret, and sender address). These credentials are used only to send form notifications on behalf of the merchant. They are not shared with third parties and are not used for other purposes.

3.4 Shopify customer APIs

The core function of the app is to receive and forward form content that a visitor enters themselves. Where the app does not need additional Shopify customer data (orders, customer profiles), such data is not requested. If a later version uses additional Shopify APIs, this policy will be updated.

4. Purposes and legal bases

Purpose	Legal basis
Providing and operating the app for the merchant (app service agreement)	Art. 6(1)(b) GDPR (contract)
Receiving and forwarding form messages via the merchant's SMTP server	Art. 6(1)(b) GDPR towards the merchant; processing on behalf of the merchant (Art. 28 GDPR). Towards store visitors, the legal basis is determined by the merchant (often Art. 6(1)(b) or (f), or consent under (a)).
IT security, spam/abuse prevention, error analysis	Art. 6(1)(f) GDPR (legitimate interest in secure operation)
Complying with legal obligations (access, deletion, tax retention where applicable)	Art. 6(1)(c) GDPR
Merchant support requests	Art. 6(1)(b) and/or (f) GDPR

5. Retention

Personal data is stored only as long as needed for the purposes above or for legal obligations.

Data type	Retention
Form submissions on our servers	Only as long as needed for delivery, error analysis and abuse prevention; then deletion or anonymization. No long-term archive for our own purposes.
App settings, forms, recipient addresses, SMTP configuration	For the duration of the app installation; after uninstall or after the Shopify shop/redact webhook, deletion in line with Shopify requirements (generally within 30 days after the applicable Shopify deadline).

Merchant contact data / support correspondence	As long as needed to handle the request; tax-relevant records up to 7 years where applicable.
Technical server logs	Usually a maximum of 30 days, unless a longer period is required for security or legal defense.
Privacy consents (if obtained)	For as long as data subjects may exercise related rights.

6. Recipients and processors

Form contents are sent to the recipient email addresses configured by the merchant, using the merchant's SMTP server. The merchant alone decides who receives those emails.

To provide the app we use infrastructure providers. Related website and server hosting is provided by:

netcup GmbH, Germany. Server location: Vienna, Austria.

Privacy information: <https://www.netcup.de/kontakt/datenschutzerklaerung.php>

If additional processors are used (for example email infrastructure or monitoring), this is done only to the extent necessary and under a data processing agreement pursuant to Art. 28 GDPR.

We do not systematically transfer data to unsafe third countries. If processing in the United States occurs, we rely on appropriate safeguards (for example the EU-US Data Privacy Framework or Standard Contractual Clauses).

7. Shopify compliance (access and deletion)

Apps listed on the Shopify App Store must support Shopify's mandatory compliance webhooks. Where applicable, we implement:

- customers/data_request – provide stored customer data when requested by the merchant
- customers/redact – delete customer data
- shop/redact – delete shop data after uninstall or shop deletion

Merchants may also contact us at smartform-support@postmetaground.at to request access, correction or deletion.

8. Cookies and tracking in the app

The app itself does not place our analytics or marketing cookies on the merchant's storefront. Technically necessary sessions in the Shopify admin app interface may be required to operate the service (Art. 6(1)(f) GDPR).

9. Rights of data subjects

Under the GDPR you have, in particular, the rights of access (Art. 15), rectification (Art. 16), erasure (Art. 17), restriction (Art. 18), data portability (Art. 20), objection (Art. 21) and the right to withdraw consent with effect for the future. Withdrawal does not affect the lawfulness of processing before the withdrawal.

Store visitors should address requests about their form data primarily to the merchant (controller). Merchants and other data subjects may contact us using the details in section 1.

You have the right to lodge a complaint with a data protection supervisory authority. In Austria this is the Austrian Data Protection Authority (Datenschutzbehörde), <https://www.dsb.gv.at/>.

We do not carry out automated decision-making including profiling within the meaning of Art. 22 GDPR.

10. Security

We implement appropriate technical and organizational measures to protect data against loss, destruction, unauthorized access, alteration and disclosure (including TLS encryption in transit, access restrictions and careful handling of SMTP credentials).

Merchants must keep SMTP credentials confidential and only configure authorized recipient addresses. Security of the SMTP provider chosen by the merchant remains the responsibility of that provider and the merchant.

11. Merchant responsibilities

The merchant must ensure that the store has a privacy policy that explains the use of contact forms and the forwarding of submissions to recipient emails. The merchant chooses the form fields and recipients and is responsible for the lawfulness of that processing towards store visitors.

12. Contact

Questions about privacy for the Smartform app:
PostMetaGround
Austria
smartform-support@postmetaground.at