



# Privacy Policy

Last Updated: April 1, 2026

Easy Inventory respects your privacy and is committed to protecting your Personal Information (defined below). This Privacy Policy describes the types of Personal Information that Wala Wala, LLC dba Easy Inventory (“**Easy Inventory**,” “**we**,” “**us**,” or “**our**”) may collect from our users (“**User**,” “**you**” or “**your**”), or that you may provide to us when visiting the [easyinventory.store](https://easyinventory.store) website or using our applications and related services (collectively, the “**Services**”). It also describes our procedures and policies for the collection, use, maintenance, and disclosure of your Personal Information when you access or use the Services, and informs you about your privacy rights and the choices you may have with respect to your Personal Information.

“**Personal Information**” means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

**Please read this Privacy Policy carefully before accessing and using the Services to understand our policies and procedures regarding your Personal Information and how we will treat it.**

**This Privacy Policy applies only to the Personal Information that Easy Inventory collects, directly or indirectly, through your use of the Services. This Privacy Policy does not apply to any Third-Party Services, including Etsy®, even if such services are integrated with or accessible through the Services. We do not control and are not responsible for the privacy or data practices of Third-Party Services. To the extent you provide Personal Information to or through any Third-Party Services, your interactions with those services are governed by their respective privacy policies.**

Capitalized terms not defined in this Privacy Policy have the meaning given to them in our [Terms of Service](#), which is hereby incorporated by reference.

## Acceptance

By accessing or using the Services, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with this Policy, you must not access or use the Services.

## Updates

We reserve the right to modify this Privacy Policy at any time by posting an updated Privacy Policy on the Services. If we make changes, we will notify you by revising the date at the top of the policy. If we make any material changes, we may provide you with notice through the Services or, at our sole discretion, provide registered Users with an email notice of those changes. You are responsible for regularly reviewing the Privacy Policy. Your continued use of the Services after we make changes constitutes acceptance of the updated Privacy Policy. If any modification is unacceptable to you, you must cease using the Services. If you have any questions about this Privacy Policy, contact us at [support@easyinventory.store](mailto:support@easyinventory.store).

### 1. Personal Information Collected by Us

We collect information about you in several ways to provide, operate, and improve the Services. The types of information we collect depend on how you use the Services, such as whether you subscribe to our Services or just visit our website.

#### Personal Information Collected Directly From You

While you are accessing or using our Services, we may ask you to provide us with certain Personal Information about you that is necessary to provide you with our Services, and you may also choose to provide us with additional Personal Information.

You may provide Personal Information to us when you register for an account, use the Services, submit information through our website, request customer support, or otherwise communicate with us. This may include:

- **Contact Information.** First and last name, email address, and Etsy® store ID.
- **Account Information.** Account credentials, including username and Etsy® account authentication information (such as Etsy® OAuth token, if applicable).
- **Billing Information.** Payment and billing details processed by our third-party Payment Processor (such as Stripe), and any related transaction or tax information necessary for billing and compliance purposes.
- **Communications.** Messages, support requests, Feedback, and other correspondence you send to us.
- **User Content and Inputs.** Any data, content, or information you submit to the Services, including Customer Data and information used to generate Inventory Metrics (as defined in the Terms of Service).

### **Third-Party Account Information**

If you connect your account to a Third-Party Service (such as Etsy®), we may receive information from that service in accordance with your settings and permissions with that Third-Party Service. This may include account information, profile details, and other data associated with your account on that service, and may include Personal Information such as your name, profile image, location, and other identifying or transactional information.

We collect and use this information solely to provide and improve the Services, including generating Inventory Metrics and enabling integrations with Third-Party Services. The information we receive depends on the Third-Party Service and your account settings with that service. Depending on the applicable Third-Party Service and their APIs, we may not be able to control what information, including Personal Information, that they send us or that we otherwise have access to. We do not control that information and are not responsible for deleting that information. For questions about the information that is sent to us through Third-Party Services APIs, including to request deletion of any such information, you must contact the applicable Third-Party Services provider directly.

### **No Sensitive Information**

We do not intentionally collect or require you to provide sensitive Personal Information, such as information relating to race, ethnicity, religion, health, sexual orientation, or other similar categories, unless necessary to provide the Services. However, the Services may involve integrations with Third-Party Services, and we do not control the information those services collect or make available. To the extent any sensitive Personal Information is included in data received from Third-Party Services or provided by you, such information will be processed in accordance with this Privacy Policy. You should avoid providing sensitive Personal Information unless it is necessary for your use of the Services.

### **Personal Information Collected Automatically From You**

When you access or use the Services, our service providers and we may automatically collect certain information using cookies, log files, and similar technologies. This information may include:

- **Device and Technical Information.** Device type, operating system, browser type, and other technical information about your device.
- **Usage Information.** Information about how you interact with the Services, including pages viewed, features used, links clicked, and actions taken within the Services.
- **Log and Location Information.** IP address, general geographic location (such as city or region), language preferences, and timestamps of access.
- **Referral Information.** Referring and exit pages or websites.
- **Mobile Device Information.** When accessing the Services via a mobile device, information such as device type, unique device identifiers, IP address, operating system, and mobile browser type.

This information may be considered Personal Information under applicable law. We may associate it with other information we collect to operate, maintain, and improve the Services. We use these technologies for several purposes, including enabling you to use the Services, facilitating the functioning of and your access to the Services, better understanding how you navigate through the Services, and detecting and preventing fraud.

### **Third-Party Tracking**

Some content or applications on the Services are served by third parties, including our Payment Processor and content and application providers. These third parties may use cookies, web beacons, or other tracking technologies to collect information about you when you access or use our Services. The information they collect may be associated with your Personal Information, and they may collect information related to your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third-party tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For more information about how to opt out of receiving targeted advertising from many providers, see the [Network Advertising Initiative's opt-out page](#) and [Google Ads setting page](#).

We use PostHog to understand how users interact with the Services. PostHog may collect information such as IP address, device information, and usage data. We use PostHog to collect information about how our Services perform and how our Users navigate through and use the Services. This information helps us evaluate our Users' use of the Services and improve the performance of our Services. We do not intentionally use this information to directly identify you personally. PostHog provides further information about its own privacy practices and offers a browser add-on to opt out of PostHog tracking. You can access PostHog's privacy policy [here](#).

## 2. Cookies and Tracking Technologies

We use service providers and cookies, web beacons, pixels, local storage, and similar technologies ("**Cookies**") to collect and store information about your use of the Services. These technologies help us operate, improve, and understand how users interact with the Services.

### What Cookies Are

Cookies are small text files placed on your device or browser when you visit a website or use an online service. Cookies may be:

- **Session Cookies.** Cookies that are deleted when you close your browser.
- **Persistent Cookies.** Cookies that remain on your device until they expire or are deleted.

We may also use related technologies, such as:

- **Web Beacons / Pixels.** Small electronic files used to understand user activity, such as whether a page has been viewed or an email has been opened.
- **Web Storage.** Technologies such as `sessionStorage` and `localStorage` store data locally on your device.

### How We Use Cookies

We use Cookies and similar technologies for the following purposes:

- **Essential Operations.** To enable core functionality of the Services, such as logging in, maintaining your session, and supporting platform features.
- **Performance and Analytics.** To understand how users access and use the Services and to improve performance and functionality.
- **Personalization.** To remember your preferences, such as language settings or prior interactions.
- **Security and Fraud Prevention.** To detect and prevent fraud, abuse, or unauthorized access.
- **Communications.** To measure the effectiveness of communications and improve how we interact with users

### Third-Party Cookies

Some Cookies may be placed by third-party providers, such as analytics or payment services. These providers may collect information about your use of the Services and may associate it with other information they have collected. We do not control these third-party Cookies or their data practices. Please review the privacy policies of those providers for more information.

### Your Choices

You can control or disable Cookies through your browser settings. Most browsers allow you to block or delete Cookies, but doing so may affect the functionality of the Services. You may also opt out of certain third-party analytics or advertising Cookies by visiting <https://optout.networkadvertising.org/> or <https://optout.aboutads.info/>.

### 3. Uploading and Posting Personal Information on the Services

The Services may allow you to submit content in limited public areas, such as comments on blog posts or similar features. Any information you choose to submit in these areas may be visible to other users or the public. You should not include Personal Information in any public submissions unless you are comfortable making that information publicly available.

Comments and similar submissions may be moderated and are subject to approval before being displayed. We reserve the right to review, edit, or remove any content at our discretion. If you would like us to remove Personal Information you have posted in a public area of the Services, please contact us at [support@easyinventory.store](mailto:support@easyinventory.store), and we will use reasonable efforts to address your request.

### 4. How We Use Your Personal Information

We use the information we collect for a variety of business and operational purposes, including providing, maintaining, and improving the Services, communicating with you, and complying with legal obligations. The specific purposes for which we use your information include:

- To present and operate the Services.
- To create and maintain your account.
- To provide and maintain the functionality of the Services, including monitoring usage and performance.
- To process and manage your data and Inventory Metrics, including through integrations with Third-Party Services such as Etsy®.
- To provide customer support and resolve technical issues.
- To process payments, manage billing, and maintain transaction records.
- To personalize and improve the Services, including through analytics, usage patterns, and performance data.
- To communicate with you, including sending confirmations, updates, administrative messages, and responding to your inquiries, comments, and feedback.
- To send service-related announcements and, where permitted by law, marketing or promotional communications.
- To develop new features, functionality, and service offerings.
- To detect and prevent fraud, unauthorized activity, or security incidents.
- To perform internal business operations, including analytics, reporting, and auditing.
- To fulfill our obligations and enforce our rights under applicable agreements.
- To comply with applicable laws, regulations, and legal processes.
- To evaluate or complete a merger, acquisition, restructuring, or sale of assets.
- For any other purpose disclosed at the time of collection or with your consent.

### 5. How Your Personal Information is Shared and Disclosed

We may share your Personal Information with third parties for the limited purposes described below. Although we do not sell Personal Information in the traditional sense, certain analytics or advertising activities, including our use of PostHog as described in this Privacy Policy, may constitute a “sale” or “sharing” of Personal Information under California law.

#### With Service Providers and Third Parties

We use the following service providers to support the operation of the Services. These providers process Personal Information on our behalf in accordance with our instructions and subject to appropriate confidentiality and security obligations.

| Provider     | Terms   | Description of Processing Activities            |
|--------------|---|---|
| Stripe, Inc. | <a href="https://stripe.com/privacy">https://stripe.com/privacy</a> | Payment processing, subscription billing, fraud |

|                |   |  |
|----------------|---|--|
|                |   | prevention, and transaction management   |
| Supabase, Inc. | <a href="https://supabase.com/privacy">https://supabase.com/privacy</a>                       | User authentication, database management, and storage of Customer Data   |
| Vercel Inc.    | <a href="https://vercel.com/legal/privacy-policy">https://vercel.com/legal/privacy-policy</a> | Hosting, deployment, and infrastructure support, including request logs, resource usage, and general location data |
| PostHog, Inc.  | <a href="https://posthog.com/privacy">https://posthog.com/privacy</a>                         | Analytics and performance monitoring, including usage patterns and interaction data                                |

### Third-Party Services and Integrations

The Services may integrate with Third-Party Services, such as Etsy®. In connection with these integrations, we may access, receive, or transmit information, including Personal Information, between the Services and such Third-Party Services, as authorized by you. Your use of Third-Party Services is subject to their respective terms and privacy policies, and we are not responsible for their data practices.

### For Legal, Safety, or Compliance Reasons

We may disclose your Personal Information if we believe in good faith that such disclosure is necessary to:

- Comply with applicable laws, regulations, or legal processes;
- Respond to lawful requests from government or law enforcement authorities;
- Protect the rights, property, or safety of Easy Inventory, our users, or the public;
- Enforce our Terms of Service or investigate potential violations; or
- Detect, prevent, or address fraud, security, or technical issues.

### In the Event of a Business Transfer

If Easy Inventory is involved in a merger, acquisition, financing, sale of assets, or similar business transaction, your Personal Information may be transferred as part of that transaction. We will notify you (by email or by prominent notice on the Services) if such a transfer occurs and results in a change to how your information is handled.

### With Your Consent

We may share your Personal Information for other purposes with your consent, such as when you choose to provide testimonials or authorize us to use certain information publicly.

## 6. How We Secure Your Personal Information

We implement reasonable administrative, technical, and physical safeguards designed to protect your Personal Information from unauthorized access, use, disclosure, alteration, or destruction. These measures include access controls, encryption in transit and at rest (where applicable), secure data storage, and monitoring for potential vulnerabilities. We limit access to Personal Information to employees, contractors, and service providers who need it to perform their duties and are subject to appropriate confidentiality and security obligations. You are responsible for maintaining the security of your account credentials. You should take appropriate steps to protect your password and restrict access to your devices, including signing out after using shared devices.

Despite our efforts, no method of transmission over the internet or electronic storage is completely secure. Accordingly, we cannot guarantee absolute security, and you provide Personal Information at your own risk. If we become aware of a data breach involving your Personal Information, we will take steps to notify you and any applicable authorities as required by applicable law. While we use commercially reasonable efforts to work with trusted providers, we do not control and are not responsible for the security practices of such Third-Party Services.

## 7. How You Can Manage Your Personal Information

## Your Choices and Rights

You have certain rights and choices regarding your Personal Information, as described below. These rights apply to all users of the Services, and additional rights may be available to residents of certain jurisdictions, such as California.

### Access, Correction, and Deletion

You may access, update, or correct your Personal Information through your account settings. You are responsible for ensuring that your information remains accurate, complete, and up to date. If you would like to access, correct, or delete Personal Information that you cannot manage through your account, you may contact us at support@easyinventory.store. We will review and respond to your request as required by applicable law, after verifying your identity. We will respond to your request within the timeframe required by applicable law, which is generally within 45 days of receipt, subject to any permitted extensions. Please note that we may retain certain information as required to comply with legal obligations, prevent fraud, resolve disputes, or enforce our agreements. Deleting your account may result in the loss of access to the Services, including any stored data or Inventory Metrics.

### Marketing Communications Opt-Out

You may opt out of receiving promotional communications from us by following the unsubscribe instructions in our emails or by contacting us directly support@easyinventory.store. Even if you opt out of marketing communications, we may still send you administrative or transactional messages related to your account or the Services.

### Cookies and Tracking Opt-Out

You can control or disable Cookies through your browser settings, as described in the “Cookies and Tracking Technologies” section. Please note that disabling Cookies may affect the functionality of the Services.

## 8. Retention of Your Personal Information

We retain Personal Information for as long as necessary to fulfill the purposes for which it was collected, including to provide the Services, comply with legal obligations, resolve disputes, and enforce our agreements. The length of time we retain Personal Information depends on factors such as the type of information, the nature of our relationship with you, and applicable legal or regulatory requirements. For example:

- **Account Information.** We retain account-related information for as long as your account is active. If your account is closed or deleted, we may retain certain information for a limited period as necessary to comply with legal obligations, maintain business records, or prevent fraud and abuse.
- **Transaction and Usage Data.** We retain information related to billing and payments as necessary for accounting, tax, and operational purposes, and may retain it for several years in accordance with applicable laws.
- **Communications.** We retain customer support requests and related communications for as long as necessary to respond to inquiries and maintain a record of interactions.
- **Marketing Data.** We retain marketing-related information until you opt out of receiving such communications or request deletion, subject to applicable legal requirements.

When Personal Information is no longer needed for the purposes described in this Privacy Policy, we will delete, anonymize, or aggregate it in accordance with applicable laws and our internal data retention practices.

## 9. Consent to Processing of Your Personal Information in the United States

Please be aware that your Personal Information may be processed by us (and third parties on our behalf as further described in this Privacy Policy) outside of your home country, including in the United States, where data protection and privacy regulations may not offer the same level of protection as privacy laws in your country. If you create an account with us, you agree to this Privacy Policy and consent to the transfer of all information you provide to us in the United States.

## 10. Third-Party Websites

The Services may contain links to third-party websites, platforms, or resources that are not owned or controlled by Easy Inventory. These links are provided for convenience only and do not imply any endorsement of such third parties or their content. This Privacy Policy does not apply to any third-party websites or services, and your interactions with those services

are governed by their respective privacy policies and terms. We encourage you to review the privacy and security practices of any third-party service before providing your Personal Information. We are not responsible for the content, privacy practices, or security of any third-party websites or services.

#### **11. Collection of Payment Information**

We use a third-party Payment Processor, such as Stripe, to process payments for the Services. We do not collect or store your full payment card or bank account information. When you make a payment, your payment information is provided directly to the Payment Processor and is subject to that provider's privacy policy and terms. We may receive limited information from our Payment Processor, such as payment status, transaction details, and partial payment identifiers, which we use to process transactions, prevent fraud, and maintain accurate records.

You are responsible for providing accurate and current payment information. We are not responsible for failed or delayed transactions resulting from inaccurate or outdated payment details. By making a payment through the Services, you acknowledge that your payment information will be processed by our third-party Payment Processor in accordance with their respective terms and privacy policies.

#### **12. Personal Information of Minors**

The Services are intended for individuals 18 years of age or older. If you are under 18, you are not eligible to use the Services or create an account. We do not knowingly collect information from or direct any of our content specifically to children under 18. If we learn or have reason to suspect that you are under 18, we will have to close your account. If you believe we may have any information about a child under the age of 18, please contact us at [support@easyinventory.store](mailto:support@easyinventory.store).

#### **13. Supplemental Notice to California Residents**

California users of the Services may have additional rights afforded to them under California Privacy Laws

##### **CCPA Rights**

If the processing of your information is subject to the California Consumer Privacy Act (CCPA), you have the right to:

- Request us to disclose the categories and specific pieces of Personal Information we collect, use, disclose, and sell;
- Know the categories of Personal Information that we collect and the purposes for which we collected or used such Personal Information, and whether that information is sold or shared;
- Know the categories of sources from which the Personal Information was collected;
- Know the categories of third parties with whom we shared or to whom we sell your Personal Information;
- Know whether we collected or sold your Personal Information for business or commercial purposes;
- Request deletion of Personal Information we collected from you, subject to certain exceptions;
- Opt-out of the sale of their Personal Information; and
- Not receive discriminatory treatment by us for exercising their rights set out in the CCPA.

##### **Categories of Personal Information Collected by Us**

For information about what categories of Personal Information we may collect from our customers in the 12 months preceding the date this Privacy Policy was last modified, the sources of such information, the purposes for collecting and using that information, and what types of third-party service provider we may share that information with please see the following sections in this Privacy Policy titled: "Personal Information Collected by Us," "How We Use Your Personal Information," and "How Your Personal Information is Shared and Disclosed." For more information about how to review and change your Personal Information collected through the Services, please see the section titled "How You Can Manage Your Personal Information."

##### **Categories of Personal Information Disclosed for a Business Purpose**

The following is a summary of the categories of Personal Information we have disclosed for a business or commercial purpose in the 12 months preceding the date this Privacy Policy was last modified:

| <b>Categories of Personal</b> | <b>Parties with whom each category of Personal Information may be</b> |
|-------------------------------|---|
|-------------------------------|---|

| <b>Information we collect include:</b>   | <b>shared include:</b>  |
|--|---|
| <b>Identifiers</b> (e.g., name, email address, Etsy store id)  | Payment Processor, customer support, and operations vendors.  |
| <b>Professional or Business Information</b> (e.g., business details, account-related information)  | Internal operations teams; service providers supporting the Services.   |
| <b>Commercial Information</b> (e.g., subscription details, service usage, preferences)   | Analytics providers; customer relationship management (CRM) providers.  |
| <b>Payment Information</b> (e.g., billing details processed by our Payment Processor)  | Payment Processor for billing and fraud prevention; accounting and bookkeeping providers; law enforcement or regulators if required by law. |
| <b>Internet or Network Activity</b> (e.g., IP address, device ID, browser type, usage logs)  | Hosting and cloud infrastructure providers; security and fraud prevention vendors; analytics and performance monitoring tools               |
| <b>Communications and User Content</b> (e.g., messages, feedback, or content submitted through the Services)   | Customer support vendors; internal teams for quality assurance and service improvement; publicly, if you choose to make content visible.    |
| <b>Geolocation and Device Information</b> (e.g., general location from IP address, device type, settings)  | Hosting providers; analytics and infrastructure providers.  |
| <b>Audio, Visual, or Similar Information</b> (e.g., images or content voluntarily uploaded)  | Hosting providers and content management systems; public or marketing channels (with your consent).   |
| <b>Marketing and Engagement Data</b> (such as email opens, clicks, form submissions, feedback responses, and participation in promotions or surveys) | Email and marketing platforms; analytics providers; customer engagement tools.  |
| <b>Inferences Drawn from Personal Information</b> (such as service preferences or usage patterns)  | Internal analytics and operations teams; data analytics providers.  |

Such categories of Personal Information may be collected, used, or disclosed for business and commercial purposes, which may include the following examples:

- To operate and improve our Services;
- To provide you with our Services, respond to your inquiries, and give you the necessary support;
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- As described to you when collecting your Personal Information or as otherwise set forth in the CCPA;
- For internal administrative and auditing purposes; and
- To detect security incidents and protect against malicious, deceptive, fraudulent, or illegal activity, including, when necessary, to prosecute those responsible for such activities.

### **Sensitive Personal Information**

We may collect certain information that qualifies as “sensitive personal information” under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), such as government-issued identification numbers, financial account details, or tax information.

We use and disclose this information only as necessary to provide the Services, verify identities, process payments, and comply with legal or regulatory obligations. We do not use or disclose sensitive personal information for purposes of inferring characteristics about you, for cross-context behavioral advertising, or for any other unrelated commercial purpose.

### **Do Not Sell My Personal Information**

As a California consumer, you have the right to opt out of the sale of your Personal Information. To make such a request, please contact us at [support@easyinventory.store](mailto:support@easyinventory.store).

In the past 12 months, we have not sold Personal Information in the traditional sense. However, our use of analytics tools such as PostHog may constitute a “sale” or “sharing” of Personal Information under California law. See the section titled “Third-Party Tracking” for more information about our use of PostHog and the categories of Personal Information involved.

### **Do Not Track Features**

California law requires us to inform you about our response to web browser Do Not Track (DNT) signals. However, at this stage, there is no uniform technology standard for recognizing and implementing DNT signals. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. To determine whether any of the third-party services our website uses honor “Do Not Track” requests, please read their respective privacy policies.

To make any request regarding your California Privacy Rights, please contact us at [support@easyinventory.store](mailto:support@easyinventory.store).

## **14. Contact Information**

If you have any questions or complaints about this Privacy Policy or our handling of your Personal Information, please contact us at [support@easyinventory.store](mailto:support@easyinventory.store).

You may also use these contact methods to exercise your rights under the California Consumer Privacy Act (CCPA), including requests to access, correct, or delete your personal information. We will respond to all verified requests in accordance with applicable law.