

Privacy Policy

Last updated: April 3 2026

This Privacy Policy describes how **Lantera** (“we”, “us”, or “our”) collects, uses, and protects information when you use our application **Product Customizer by Lantera** (the “App”).

1. Information We Collect

We collect only the data necessary to provide and improve the App:

a) Store Data (from platform APIs)

- Store ID and domain
- Product and variant data
- Cart and order data (including customized items)

b) Customer-Provided Content

- Text entered for customization
- Uploaded images or logos

c) Technical Data

- Device/browser information
- Usage logs (for debugging and performance)

2. How We Use Information

We use collected data to:

- Provide product customization functionality
- Process and store customized product details
- Display previews in cart and checkout
- Improve performance and user experience
- Troubleshoot issues and provide support

3. Data Sharing

We do not sell personal data.

We may share data only with:

- Platform providers (e.g., BigCommerce, Shopify)
- Trusted service providers (hosting, storage, analytics)

All partners are required to maintain data confidentiality.

4. Data Retention

We retain data only as long as necessary:

- Customization data is stored for order processing and support
- Logs are retained for a limited period for debugging

You may request deletion at any time.

5. Customer Data Ownership

All store and customer data belongs to the **merchant**.

We process data only on behalf of the merchant.

6. Security

We implement appropriate technical and organizational measures:

- Secure servers and encrypted connections (HTTPS)
- Restricted access to sensitive data

7. Your Rights (GDPR / CCPA)

Depending on your location, you may have the right to:

- Access your data
- Request correction or deletion
- Object to processing
- Request data portability

To exercise these rights, contact us below.

8. Third-Party Services

The App may rely on third-party infrastructure (hosting, APIs). These services process data under their own privacy policies.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised date.

10. Contact Us

If you have questions or requests:

Lantera

Email: info@lantera.co

Website: <https://lantera.co>