

# Magento Privacy Policy

Last updated: **May 18, 2021**

This Privacy Policy describes how we collect, use, and disclose information obtained via the Magento.com website, including the country-specific webpages you may be directed to based on your location and IP address from which you may access our site and this Privacy Policy. This Privacy Policy also applies to information we may collect and process via our social media pages and accounts (Facebook, LinkedIn, YouTube and Twitter) and when you use certain Magento applications and extensions that connect to your Magento online account.

The Magento.com website is owned by X.commerce Inc., dba Magento, Inc. (hereinafter referred to as “we”, “us”, “Magento” or the “Company”), located in the United States

Please note that in order to use our website, you authorize Magento to transfer your personal information across national borders and to other countries where Magento and its partners operate, including the United States. The privacy protections and rights of authorities to access your information in these countries may not be equivalent to those in the jurisdiction where you are located. We will only transfer your personal information to these countries where permitted to do so by law and we will take steps intended to ensure that your personal information continues to receive appropriate protections.

**If the content or information that you disclose to us contains the personal information of other individuals, you must be legally permitted to share it with us.**

## Summary of Key Points

- By using our website (including any Magento.com subdomains), signing up for Magento-sponsored events, registering for a Magento account, accessing the Magento administrative console, and/or interact with Magento-managed social media pages on third party platforms (e.g., Facebook, Twitter, LinkedIn, or YouTube) you agree to the terms of this Privacy Policy, which includes information about the choices you have with respect to how we use and share your data.
- We will obtain your permission before (i) sending you promotional material about Magento products and services; and (ii) accessing information stored on your device relating to your use of, and engagement with, our website, social media pages and crash reports. You can withdraw your consent for us to engage in these activities at any time. This can be done by modifying your preferences via the [Magento Preference Center](#), opting out using the unsubscribe link found at the bottom of our marketing emails, or by contacting us at [privacy@magento.com](mailto:privacy@magento.com).
- This policy explains when we process personal information for our legitimate interests. For example, we may use your personal information to send you important information about your account; provide the Magento products and services you have requested from us; authenticate users who access the Magento platform and/or sign in to a Magento account; monitor performance and activity on our systems and networks; and for other purposes described in this Privacy Policy to the extent permitted by law.
- We may also share your contact information with our advertising and sales partners, consistent with your choices.
- We may disclose information to third parties we engage to process data on our behalf, when disclosure may be required in order for us to comply with legal obligations or in certain other

situations if required by law.

- We provide interactive features that engage with social media sites, such as Facebook, Twitter, LinkedIn and YouTube. If you use these features, these sites will send us personal information about you.
- We use cookies and other technologies to track the use of our websites and apps. To learn about your cookie choices or to disallow cookies from our site, click [here](#). If you are using our Site in a browser, this information is also available in our Cookie Policy.
- **Magento is an Adobe Company.** Magento shares personal information with other entities in the Adobe family of companies in order to enhance and improve Adobe products and services, as well as for other legitimate business purposes. Your personal information will also be used to send you information about other Adobe products and services that may be of interest to you, consistent with your choices on how we share your data (as detailed more below). A list of these entities and their respective privacy policies can be found [here](#).
- We transfer your personal information to the US and other countries, which may be outside the country in which you live. We use European Commission approved standard contractual clauses to help protect your personal information when it may be transferred to third countries. Magento has certified to the EU-U.S. and Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the transfer of personal information from the European Economic Area (EEA), the United Kingdom, and Switzerland to the United States. Although the EU-U.S. Privacy Shield has been ruled invalid for the transfer of data, where personal information has already been transferred to the U.S. on the basis of the EU-U.S. Privacy Shield, we will continue to protect personal information from the EU and the United Kingdom according to the standards of the Privacy Shield and applicable EU law. To learn more about the Privacy Shield program, or to view the certification for Magento, please see <https://www.privacyshield.gov/>.

## What does this privacy policy cover?

This privacy policy describes how we will make use of your information in the context of:

- Magento.com websites (including sub-domains to which you may be redirected based on your location);
- If you have a Magento account, your use of the Magento platform and certain extensions or applications once you log in to your account;
- Personal information shared with us or that which you make publicly available when interacting with our social media accounts or by visiting our pages on social media sites; however, such sites are not owned, managed or controlled by Magento. The collection, use, and disclosure of your personal information while visiting these other sites is subject to their respective privacy policies (not Magento's) -- so please review those policies before disclosing any personal information on those sites; and
- Magento's online marketing, sales, and advertising practices.

**This privacy policy does not cover the privacy practices of Magento merchants or other entities that use Magento for e-commerce on their websites. If you are the customer of a merchant or other third party who uses the Magento platform on their website, please refer to the privacy policy on that site for information about how they may use and disclose of your personal data.**

If you are a Magento business customer, you may be subject to additional privacy terms in place of or as a supplement to this privacy policy as part of a license or other commercial agreement in place between you and Magento.

## What personal information does Magento collect?

When you register on our website or sign up to attend an event or webinar, request information or content from us, create a MAGEID, or contact us for support, Magento collects information that identifies you. This information may include:

- Name;
- Company name;
- Email address;
- MAGEID;
- Username and other login credentials;
- Telephone number;
- Address;
- Country;
- Payment/billing information (if you purchase something from us online);
- Whether you have provided consent for us to use and/or share your personal information in a specific way and the time and date such consent was given; and
- Information you provide to us through customer support communications.

To help keep our databases current and to provide you with the most relevant content and experiences, we may combine information provided by you with information from third party sources, in accordance with applicable law. For example, the size, industry, and other information about the company you work for (where you have provided company name) will be obtained from sources including professional networking sites, business databases and registries, and other information we are able to obtain from our service providers.

If you register for an event or request information from Magento and one or more of its partners, your information will be shared with these partners with your consent.

We collect information about how you use our websites, extensions, social media content and our platform. This information may be anonymous, or it may be associated with you. It includes:

- IP address;
- Type of browser and device;
- Webpage that led you to a Magento website;
- Search terms entered into a search engine which lead you to a Magento website;
- How you use and navigate across our website, the Magento platform, and certain extensions (collected through cookies and similar technologies, or by Magento servers when you are logged in to the website or platform);
- Analysis of your content (e.g., activity logs, and direct feedback from you); and
- Other data that is necessary in order for us to provide products or services to you, including information sent to us in order for extensions or applications you add to your Magento deployment to operate.

## How does Magento use my personal information?

Magento uses the information we collect about you for the following purposes:

- To fulfill a contract, or take steps linked to a contract (such as providing customer support, sending you security or other updates and patches); and facilitating the use of extensions, tools and apps. This includes:
  - Providing you with access to your Magento administrative console and other Magento products and services you have purchased from us;
  - Verifying your identity;
  - Sending you necessary communications (for example, related to payments or expiration of your subscription); and
  - Administering Magento certification exams and issuing Magento certifications (as applicable);
  - Analyzing your use and measuring the effectiveness of our websites, platforms and extensions to better understand how they are being used and improve our customer experience;
  - To enhance, improve, modify or create new products and services;
  - For determining the effectiveness of our promotional campaigns, so that we can adapt them to the needs and interests of our users;
  - Using automated systems to analyze your content using techniques such as machine learning in order to improve our services and the user experience (where your consent is not required);
  - Diagnosing problems with our websites, platforms, or network;
  - Conducting surveys and market research about our customers, their interests, the effectiveness of our marketing campaigns, and customer satisfaction (unless we need consent to undertake such surveys, in which case we will only do this with your permission);
  - Investigating and responding to any comments or complaints that you may send to us;
  - To prevent fraud, misuse and illegal activity our websites, platforms and systems such as to detect and prevent cyberattacks or attempts to commit identity theft; and
  - In connection with legal claims, audits, compliance, regulatory and investigative purposes as necessary (including disclosure of information in connection with a contractual obligation, legal process or litigation).
  
- Where you give Magento your consent or when doing so is otherwise consistent with your choices we will:
  - Send you information about Magento products and services, special offers and similar information, and share your information with third parties for their own marketing purposes (if we have your consent);
  - Place cookies and use similar technologies on our websites, on our apps and in email communications, in accordance with our Cookies Policy and the information available to you when those technologies are used;

- Access crash reports and other information stored on your device relating to your use of, and engagement with, websites and applications;
- On other occasions where we ask you for consent, we will use the information only for the purpose(s) for which you have agreed that it may be used unless we are required to do otherwise by law.

## USE OF SERVICES BY MINORS

Our website and Services not directed to individuals under the age of sixteen (16), and we do not knowingly collect Personal Information from individuals under sixteen (16).

## Does Magento share my personal information?

### Sharing within the Adobe family of companies

Magento shares data with its service providers and other vendors in order to provide its products and services to customers throughout the world. If you use our products or services, we will share your personal information with these entities as necessary in order to provide the products and services you receive from us. A current list of our service providers (sub-processors) and affiliates with whom we share data is included on our [list of sub-processors](#), as may be amended from time to time.

Magento, as part of the Adobe family of companies (see list of [Adobe entities](#) and our [acquired companies](#)) and companies we hire to help us market our websites and apps on our behalf may use your information to provide you with information and offers related to Adobe. If and where required, we will only do this if we have your express consent.

### Sharing with other third parties

Magento may also share your personal information with other third parties:

- When you agree to the sharing by disclosing it to others, e.g., you post content on message boards, online chats, blogs, Magento Forums and our social media pages (please note that any information you post or disclose via these methods will become public and may be available to other users and the general public and we are not responsible for the information collection, use, disclosure or security of these third parties);
- When we are required to provide information in response to a subpoena, court order, or other applicable law or legal process (note that this may include laws or legal obligations imposed by other jurisdictions other than where you are located);
- When we have a good faith belief that the disclosure is necessary to prevent or respond to fraud, defend our systems and networks against attacks, or protect the property and safety of Magento, our customers and users, or the public; and
- If we merge with or are acquired by another company, sell a Magento website, app, or business unit, or if all or a substantial portion of our assets are acquired by another company, your information will likely be disclosed to our advisers and any prospective purchaser's advisers and will be one of the assets that is transferred to the new owner.

This privacy policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any website or service that may be accessible via a link on our platform or websites. The inclusion of a link on a Magento webpage does not imply endorsement of the linked site or service by us or by our affiliates.

## Other information: collection and use

To the extent permitted by law, we may use and share aggregate or pseudonymized information that doesn't specifically identify you ("Other Information"), such as statistical information about how customers use our customer support services, consoles, platforms, websites, and extensions; browser information, device type, demographic information that does not identify you, and data collected from cookies, pixel tags and other technologies that are not linked or dissociated from individual identifiers (like cookie IDs). We use this information to ensure that our websites, platforms and other online services are working correctly. If we are required to treat Other Information as personal information under applicable law, then we may use and disclose it for the purposes for which we use and disclose personal information as detailed in this privacy policy.

### **Cookies and Pixels**

Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on our websites and platforms, pages visited, language preferences, and other anonymous traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about use of the services in order to continually improve their design and functionality, understand how they are used, to monitor website performance, and track the effectiveness of our online marketing activities.

Cookies also help us track the success of our online ads by providing information about which ads are displayed to you, whether they were clicked on and where the ad was displayed.

We do not respond to do-not-track signals. We engage in cross-site tracking, which means that we may serve you ads after visiting our site as part of a retargeting campaign.

If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website.

You can also refer to <http://www.allaboutcookies.org/manage-cookies/index.html> to learn more about cookies and how to manage your cookie preferences online.

If you do not accept cookies, you may not be able to use some of the features on our websites and some functions may not work correctly. You also may not receive advertising or other offers from us that may be relevant and tailored to your interests. For more information about our cookies and your choices regarding them can be found in our Cookie Policy.

In addition to cookies, we use pixel tags (also known as web beacons and clear GIFs) to, among other things, track user engagement with our online ads and email messages, measure the success of our marketing campaigns and compile statistics about response rates, and understand more about how our online services are used.

### **Sensitive Information**

We ask that you do not send nor disclose to us any sensitive personal information (e.g., social security or other government identification numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through our websites, platform, customer support process, or any other means of communication.

## Is my personal information secure?

We understand that the security of your personal information is important. We provide reasonable administrative, technical, and physical security controls to protect your personal information. However, despite our efforts, no security controls are 100% effective so please be careful when disclosing your personal information to anyone online.

## Where does Magento store my personal information?

Your personal information and files are stored on our servers and the servers of companies we hire to provide services to us. Information about the location of our servers and sub-processors can be found [here](#).

## Does Magento transfer my personal information across national borders?

We may transfer your personal information across national borders to other countries in compliance with applicable laws. For individual users who reside outside of North America, your relationship is with Magento Commerce International Limited, which is the “data controller” with regard to your personal information collected by Magento. Your personal information may be transferred to Magento Inc. in the United States under our Privacy Shield certification (for transfers of personal information from Switzerland) or other legal transfer mechanisms, as described above.

With respect to personal information processed on behalf of our EEA, United Kingdom, and Swiss business customers, under EU privacy laws, Magento Commerce International Limited (“Magento Ireland”) is generally considered a “data processor.” As part of Magento providing services to business customers, this personal information of consumers may be transferred by Magento Ireland to Magento in the United States under our Privacy Shield certification (for transfers of personal information from Switzerland) or Standard Contractual Clauses, as described above. Details about the standard contractual clauses we may also use when we transfer data to third countries is available [here](#).

## Your rights as a data subject

Under the law of some countries, you may have the right to ask us for a copy of your personal information; to correct, delete or restrict (stop any active) processing of your personal information; and to obtain the personal information you provide to us for a contract or with your consent in a structured, machine readable format, and to ask us to share (port) this information to another controller.

In addition, you can object to the processing of your personal information in some circumstances (in particular, where we don’t have to process the information to meet a contractual or other legal requirement, or where we are using the information for direct marketing).

These rights may be limited, for example, if fulfilling your request would reveal personal information about another person, or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping (such as fraud prevention purposes).

To exercise any of these, you can get in touch with us – or our data protection officer – using the details set out below.

If you have unresolved concerns, you have the right to report them to an EU or other data protection authority where you live, work or where you believe a potential violation may have occurred.

### **Withdrawing consent or otherwise objecting to direct marketing**

Wherever we rely on your consent to process your personal information, you will always be able to withdraw that consent, although we may have other legal grounds to continue processing your information, such as those set out above. In some cases, we are able to send you marketing information without your consent, where we rely on our legitimate interests. You have an absolute right to opt-out of direct marketing communications or the profiling we carry out for marketing purposes at any time by:

- updating your preferences in your Magento account profile;
- updating your preferences in your specific website or app accounts;
- clicking the unsubscribe link at the bottom of our marketing emails; or
- contacting us using the details provided at the end of this privacy policy.

### **Updates, corrections, restrictions and copies**

If you would like to request to review, correct, update, suppress, restrict or delete personal information that you have previously provided to us, or if you would like to request to receive an electronic copy of your personal information for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), you may contact us by emailing [privacy@magento.com](mailto:privacy@magento.com). We will respond to your request consistent with applicable law.

In your request, please make clear what personal information you would like to have changed, whether you would like to have your Personal Information suppressed from our database or otherwise let us know what limitations you would like to put on our use of your personal information. For your protection, we will only implement requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we may need to retain certain information for record-keeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion. There may also be residual non-identifiable information that will remain in our databases and other records which will not be removed.

## **Data Retention**

We will retain your personal information for as long as needed in light of the purpose(s) for which it was provided. The criteria used to determine our retention periods include: (i) the length of time we have an ongoing relationship with you and provide the services we agreed to you; (ii) when we have legal obligation to which we are subject; or (iii) as advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

## Changes to this policy

Occasionally, we may change this privacy policy to allow us to use or share your personal information in a different way. If we do, the links to the policy on our websites (which are generally found in the footer of the website) will indicate that the policy has been changed. For new users, the change will become effective upon posting. For existing users, if the change is significant, it will become effective 30 days after posting. We encourage you to periodically review this page for the latest information on our privacy practices.

## Contact

If you have a privacy question, concern, or request, please send an email to [privacy@magento.com](mailto:privacy@magento.com).

You may also:

- Contact our data protection officer for the Adobe family of companies, including Magento at [dpo@adobe.com](mailto:dpo@adobe.com).
- Reach out to our legal team at [legal@magento.com](mailto:legal@magento.com).
- Lodge a complaint with a supervisory authority competent for your country or region. Please [click here](#) for contact information for such authorities.

## **MAGENTO PRIVACY SHIELD PRIVACY POLICY**

Magento has subscribed to the Privacy Shield program, which covers both the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks, and, therefore, Magento has certified that it adheres to the EU-U.S. Privacy Shield Principles and the Swiss-U.S. Privacy Shield Principles, both of which include Supplemental Principles (collectively, the “EU-U.S. and Swiss-U.S. Privacy Shield Principles”) for Personal Information covered by the Policy. In light of the recent Schrems II decision by the European Court of Justice on July 16, 2020, however, Magento no longer relies on its Privacy Shield certification as a means to lawfully transfer personal data from EEA countries to the United States, although we remain committed to the Privacy Shield Principles when processing personal data.

More information about the EU-U.S. Privacy Shield and the Swiss-U.S. Privacy Shield, including the list of certified organizations, can be found at <https://www.privacyshield.gov>.

Personal Information that is transferred to Magento from the EEA and Switzerland falls into two categories: 1) Personal Information regarding personnel from Magento’s customers in the EEA and Switzerland, such as name, email address, and telephone number; and 2) Personal Information from customers’ end users in the EEA and Switzerland that Magento processes on behalf of its customers, such as end user name, address, and transaction information. In the case of the latter category, Magento acts as a data processor and processes such information only under the instructions of its customers. This information is controlled by Magento’s customers in the EEA and Switzerland.

Because the requirements of the Privacy Shield program vary depending on whether Magento is acting as a processor on behalf of its customers or as a data controller, meaning that Magento makes independent decisions about how that information will be used, Magento’s policies and practices are described separately below.

### **MAGENTO ACTING AS A DATA PROCESSOR ON BEHALF OF ITS CUSTOMERS**

When Magento acts as a processor on behalf of its customers, the following policies apply to all data processing operations concerning Personal Information that has been transferred from the EEA and Switzerland to the United States.

#### Use of Personal Information

Magento will process the Personal Information only for the purposes requested by the customer.

#### Access and Correction

Magento will assist the controller (the customer) in responding to individuals exercising their rights under the Principles.

#### Agents and Service Providers

Magento will not transfer Personal Information to third parties except where permitted or required by the customer and then in accordance with the EU-U.S. and Swiss-U.S. Privacy Shield Principles.

#### Notice & Choice

Because the Personal Information is under the control of Magento’s customers, appropriate notice and choice to the individual are provided by Magento’s customers. As the data processor, Magento typically does not have a direct relationship with the customers’ end users.

### **MAGENTO ACTING AS A DATA CONTROLLER**

Magento may receive Personal Information from customers in the EEA and Switzerland regarding its employees.

#### Use of Personal Information

Any Personal Information sent to us may be used by Magento and its agents in accordance with the terms of the [Magento Privacy Policy](#).

## **DISCLOSURES TO AGENTS AND SERVICE PROVIDERS**

We sometimes contract with other companies and individuals to perform functions or services on our behalf such as website hosting, data analysis, payment processing, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, auditing and other services. They may have access to Personal Information needed to perform their functions but are restricted from using the Personal Information for purposes other than providing services for us or to us. Magento requires that its agents and service providers that have access to Personal Information received from the EEA and Switzerland provide the same level of protection as required by the EU-U.S. and Swiss-U.S. Privacy Shield Principles.

We are responsible for ensuring that our agents, service providers and other third parties to whom we disclose your Personal Information process the information in a manner consistent with our obligations under the EU-U.S. and Swiss-U.S. Privacy Shield Principles.

## **DATA SECURITY**

We use reasonable physical, electronic, and administrative safeguards to protect your Personal Information from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the nature of the Personal Information and the risks involved in the processing that information.

## **DATA INTEGRITY AND PURPOSE LIMITATION**

We limit the collection and use of Personal Information to the information that is relevant for the purposes of processing and will not process Personal Information in a way that is incompatible with the purposes for which the information has been collected or subsequently authorized by you. We take reasonable steps to ensure the personal information is reliable for its intended use, accurate, complete, and current to the extent necessary for the purposes for which we use the Personal Information.

## **ENFORCEMENT AND DISPUTE RESOLUTION**

If you have any questions or concerns, please write to us at the address listed below. We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of Personal Information in accordance with the EU-U.S. and Swiss-U.S. Privacy Shield Principles.

In the event we are unable to resolve your complaints or disputes, you may contact ANA (<https://www.ana.net/content/show/id/accountability-eu-us-privacy-shield-complaint>), an alternative dispute resolution provider located in the United States, for more information or to file a complaint. ANA will investigate and assist you free of charge in resolving your complaint.

Magento US is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission. In addition, under certain conditions, individuals may also invoke binding arbitration to resolve unresolved disputes.

## **DISCLOSURES REQUIRED BY LAW**

We may need to disclose Personal Information in response to lawful requests by public authorities for law enforcement or national security reasons or when such action is necessary to comply with a judicial proceeding or court order, or when otherwise required by law.

## **CONTACT INFORMATION**

If you have any questions regarding this Privacy Shield Privacy Policy, please contact us by email at [privacy@magento.com](mailto:privacy@magento.com), or please write to the following address:

Legal/Privacy Department  
Magento, Inc.  
345 Park Avenue, San Jose, CA 95110-2704

OR

Legal/Privacy Department  
Magento Commerce International Limited  
21 Charlemont Place, Dublin D02 WV10, Ireland