

MetricShift Privacy Policy

1. Introduction

This Privacy Policy explains how Nordic Hops AB, operating MetricShift (“MetricShift”, “we”, “us” or “our”), processes personal data when individuals visit our website, create an account, use our services, communicate with us, subscribe to updates, or otherwise interact with MetricShift.

MetricShift is a software-as-a-service platform that helps businesses collect, import, analyse, and act on customer feedback, reviews, survey responses, AI visibility signals, and related business data.

We are committed to protecting personal data and processing it in accordance with applicable data protection laws, including the General Data Protection Regulation (EU) 2016/679 (“GDPR”) where applicable.

2. Roles Under Data Protection Law

For personal data that we process for our own business purposes, such as account administration, billing, website analytics, marketing, product improvement, security, and customer communication, Nordic Hops AB is the data controller.

For personal data that we process on behalf of our business customers inside the MetricShift platform, such as customer feedback, survey responses, imported reviews, user identifiers, and related metadata, our customer is normally the data controller and MetricShift acts as a data processor.

If you are an end customer, survey respondent, reviewer, or user of one of our customers, you should primarily contact the relevant customer for questions about how your personal data is used. We will assist our customers where required by applicable law.

3. Personal Data We Process

Depending on how you interact with MetricShift, we may process the following types of personal data:

Account and customer information

- name;
- business email address;
- company name;
- role or job title;
- login and authentication information;
- billing and subscription information;
- support and communication history.

Usage and technical information

- IP address;
- device and browser information;
- pages visited;
- product usage events;
- timestamps;
- log data;
- cookie or similar technology identifiers;
- security and diagnostic information.

Customer feedback and imported data

When our customers use the Service, the platform may process:

- survey responses;
- customer feedback text;
- ratings and scores;
- review content;
- names, emails, or other identifiers if provided by the customer or respondent;
- metadata such as source, page URL, user agent, date, import source, or project information;
- analysis outputs such as sentiment, themes, summaries, embeddings, priority scores, or suggested actions.

AI visibility and analysis data

The Service may process brand names, company information, URLs, AI prompt outputs, generated analysis, competitor mentions, rankings, and related metadata.

Communications

If you contact us, we may process your name, email address, message content, and any additional information you choose to provide.

4. Purposes of Processing

We process personal data for the following purposes:

- to provide, operate, maintain, and secure the Service;
- to create and manage accounts;
- to process subscriptions, billing, payments, and invoices;
- to provide customer support;
- to send service-related communications;
- to analyse and improve the Service;
- to monitor usage, troubleshoot errors, and prevent abuse;
- to provide AI-powered analysis, summaries, recommendations, and reporting;
- to manage integrations and imports requested by customers;
- to communicate with prospects and customers;
- to send marketing communications where permitted;
- to comply with legal obligations; and
- to establish, exercise, or defend legal claims.

5. Legal Bases

Where GDPR applies, we rely on one or more of the following legal bases:

- performance of a contract, where processing is necessary to provide the Service or manage the customer relationship;
- legitimate interests, including operating, improving, securing, and marketing the Service, provided those interests are not overridden by individual rights;
- consent, where required for cookies, marketing, or specific processing activities;
- legal obligation, where processing is required by law; and
- establishment, exercise, or defence of legal claims.

Where we process personal data as a processor on behalf of a customer, the customer is responsible for identifying the applicable legal basis.

6. AI Processing

MetricShift may use AI model providers and related infrastructure to provide analysis, summarisation, classification, recommendation, and visibility features.

Customer Data may be sent to AI model providers only as necessary to provide the relevant Service features, unless otherwise configured or agreed.

Customers should avoid submitting sensitive personal data to AI features unless they have confirmed that such processing is lawful and appropriate for their use case.

AI outputs may be inaccurate or incomplete and should be reviewed before being used for decisions that may affect individuals.

7. Cookies and Similar Technologies

We may use cookies and similar technologies to operate our website and Service, remember preferences, understand usage, improve performance, and support marketing or analytics.

Where required by law, we will request consent before using non-essential cookies.

8. Sharing of Personal Data

We may share personal data with:

- hosting and infrastructure providers;
- database and storage providers;
- payment processors;
- authentication providers;
- email and communication providers;
- analytics and monitoring providers;
- AI model and processing providers;
- customer support tools;
- professional advisers;
- authorities where required by law; and
- business successors in connection with a merger, acquisition, financing, or sale of assets.

We require service providers processing personal data on our behalf to implement appropriate safeguards and process personal data only in accordance with our instructions and applicable law.

9. International Transfers

Personal data may be processed outside the EU/EEA, including by third-party service providers. Where required, we use appropriate safeguards such as adequacy decisions, Standard Contractual Clauses, transfer impact assessments, and additional technical and organisational measures.

10. Data Retention

We retain personal data only for as long as necessary for the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

Customer Data is generally retained for the duration of the customer relationship and deleted or anonymised after termination according to our internal retention routines, product settings, or customer agreement.

Billing and accounting records may be retained for the period required by applicable law.

11. Security

We use reasonable technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, and disclosure.

These measures may include access controls, encryption in transit, authentication controls, logging, backups, vendor assessments, and internal security procedures.

12. Your Rights

Depending on applicable law, you may have the right to:

- request access to your personal data;
- request correction of inaccurate personal data;
- request deletion of personal data;
- request restriction of processing;
- object to processing;
- withdraw consent where processing is based on consent;
- request data portability; and
- lodge a complaint with a data protection authority.

If your request relates to personal data processed by MetricShift on behalf of one of our customers, we may refer the request to that customer.

13. Marketing Communications

You may opt out of marketing communications at any time by using the unsubscribe link in the message or contacting us.

We may still send service-related messages, such as billing, security, product, or account notices.

14. Children

The Service is intended for business use and is not directed to children. We do not knowingly collect personal data from children through our website or Service.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be published on our website or otherwise made available through the Service.

16. Contact

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