

Privacy Policy

Seller Hive

This Privacy Policy describes how Seller Hive, operated by pruii, collects, uses, stores, protects, shares and deletes personal data and Amazon Information in connection with the Seller Hive website and Seller Hive services for authorised Amazon sellers.

Seller Hive
pruii
info@sellerhive.eu

VAT
NL003543426B26

Website
Sellerhive.eu

Latest public version
2026-06-17

Service scope
Authorised Amazon sellers only

Contact for privacy requests
info@sellerhive.eu

Use of our services

When an authorised Amazon seller connects Seller Hive to Amazon through the Selling Partner API, Seller Hive processes only the information needed to deliver the enabled service. This includes seller account connection metadata, Selling Partner API authorisations and tokens, marketplace and order data needed for enabled features, review request status and automation logs, and support communications sent to Seller Hive.

Seller Hive currently uses Amazon Information to connect authorised seller accounts, determine eligible orders, automate Amazon's official Request a Review workflow, maintain request logs, operate dashboards, provide support, investigate operational failures, and secure the service.

Communication

When you send email or other support messages to Seller Hive, we may retain those communications and the contact details needed to process and answer your request. Support messages may include personal data or company data provided by you in the context of your request.

Cookies and website usage

The public Seller Hive website may use standard website technologies that are necessary for website operation, security, and basic performance measurement. Seller Hive does not use website data to build unrelated advertising profiles for Amazon sellers or buyers.

Purposes

Seller Hive does not collect or use information for purposes other than the purposes described in this Privacy Policy unless we obtain consent or are otherwise legally permitted or required to do so.

Third parties and sharing

Seller Hive does not disclose Amazon Information to outside parties for their own marketing, resale, or business reuse. Where infrastructure, hosting, or security service providers are involved in operating Seller Hive, they act only on behalf of Seller Hive and only for the purpose of providing the service.

Seller Hive may also share information where required for legal compliance, fraud prevention, security response, or to comply with a lawful request from a competent authority.

Security

Seller Hive takes appropriate technical and organisational measures to protect personal data and Amazon Information against unlawful or unauthorised processing.

- Encrypted transport using HTTPS.
- Secure storage of credentials and authorisation tokens.
- Access restricted to authorised personnel based on job duties.
- Security procedures and incident response processes for Amazon Information.
- Operational logging and review to investigate failures or suspicious activity.

Outside the EU

Where infrastructure or service providers process data outside the European Union, Seller Hive expects those providers to use a lawful transfer mechanism and appropriate contractual and security safeguards.

Changes

Seller Hive may update this Privacy Policy if the website, service scope, or legal requirements change. The latest published version applies.

Choices, access, and deletion

Authorised sellers may contact Seller Hive to request access, correction, restriction, deletion, or support relating to data processed by Seller Hive. Sellers may also request account disconnect and deletion of connected seller data by contacting info@sellerhive.eu.

Data retention period

Seller Hive retains data only for as long as needed to provide the service, support authorised sellers, investigate security or operational issues, comply with bookkeeping or legal obligations, or maintain limited records required for fraud prevention and legal compliance.

Connected seller data and authorisation tokens: retained while the seller account remains connected and while the data is required for enabled Seller Hive services. After account disconnect or an accepted deletion request, active access is removed and connected seller data is deleted, deactivated, or anonymised unless retention is legally required.

Amazon data containing buyer personally identifiable information: where Seller Hive processes Amazon data that includes buyer PII, Seller Hive deletes or anonymises that PII within 30 days after order delivery or when it is no longer required for the enabled service, whichever is earlier, unless retention is required by law or for a valid security, fraud prevention, or legal compliance purpose.

Operational logs and non-PII service records: retained only as needed for service operation, troubleshooting, security monitoring, auditability, and fraud prevention. Where these records are no longer needed, they are deleted or anonymised and are not retained for more than 18 months unless a longer period is required for legal, security, fraud prevention, or accounting purposes.

Support communications: retained for as long as needed to answer the request, manage the customer relationship, and meet legal or bookkeeping obligations.

Backups: data in backups is protected using the same security controls and is overwritten or deleted according to Seller Hive backup cycles. Backup data is not restored except where needed for business continuity, security response, or legal compliance.

When a seller relationship ends or a deletion request is accepted, Seller Hive removes active access and deletes or deactivates connected seller data that is no longer needed for the purposes described above.

Questions and feedback

If you have questions about this Privacy Policy, privacy rights, or deletion requests, please contact Seller Hive at info@sellerhive.eu.

Seller Hive is built for authorised Amazon sellers only. This Privacy Policy applies to the Seller Hive website and Seller Hive services for authorised Amazon sellers.