

Pointy FAQs

Q. What does Pointy do?

A. **Pointy** is owned by **Google**. The goal of **Pointy** is to bring customers to your store by helping your products appear in local search results.

Q. What data from my store gets sent to Pointy? How is it protected?

A. The **Pointy** integration uploads the following data using TLS encryption between your system and Pointy's servers:

Merchant Data: Your store name, location, hours, and phone number. Also, the owner's name, phone, and email. **Star-Plus** will ask you for some of this information in the sign-up process.

Product Data: Including what items your store carries, current inventory on-hand levels, retail price, and cost.

Sales Data: Dates and times of sales, quantity of each item sold and the sale price.

By using **Star-Plus** to sign-up for **Pointy**, you are consenting to **Star-Plus** sending the above information to **Pointy**. Once sent, any use of the above data is outside of the control of **Star-Plus** and will be governed by Terms and Conditions of agreements between you and **Pointy**.

Q. Do I need to pay to use Pointy?

A. **Pointy** has multiple tiers, but generally speaking is free to use. You can expand your online presence further with optional **Pointy ProductAds**. All of these product interactions, or purchases, are controlled and governed by agreements between you and **Pointy**.

Q. Can I use an existing Pointy merchant account with Star-Plus?

A. Yes. If you have an existing **Pointy** merchant, you can still enable the **Star-Plus Pointy** integration. You will require your Retailer Key that can be found on the **Pointy** dashboard in order to connect **Star-Plus** to **Pointy**.

Q. Where can I get more information?

A. More information about **Pointy** and **Pointy ProductAds** is available at this link:

www.pointy.com.