



[Knowledgebase](#) > [Global Settings](#) > [What is the folder Export Data for in ShopFactory V15?](#)

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ShopFactory Support - 2026-06-05 - [Global Settings](#)

In ShopFactory 15, you will notice there is a new folder in your shop. It is called "Export Data". It's used internally by ShopFactory for uploading products to ShopFactory Cloud, for cloud editing