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# Customers

A customer is the buyer-side identity. Customers can have many orders, many addresses, and many stored payment methods.

## Object

| Field | Type | Notes |
|---|---|---|
| `id` | string | `cust_…` |
| `email` | string | Unique within tenant, case-folded |
| `name` | string? | Display name |
| `phone` | string? | E.164 |
| `addresses[]` | array | Default address has `is_default: true` |
| `default_currency` | string | ISO 4217 |
| `metadata` | object | |
| `created_at` | timestamp | |

## Endpoints

| Method | Path | Purpose |
|---|---|---|
| `GET` | `/v1/customers` | List |
| `POST` | `/v1/customers` | Create |
| `GET` | `/v1/customers/{id}` | Retrieve |
| | | |

| | | |
|---|---|---|
| PATCH | /v1/customers/{id} | Update |
| DELETE | /v1/customers/{id} | Anonymise (GDPR-compliant) |
| POST | /v1/customers/{id}/merge | Merge target into source |

## Merging customers

A common shape: a returning customer signs up with a different email and the storefront creates a new identity. Merge consolidates everything onto the older record.

```
curl -sS https://api.zephyrcart.io/v1/customers/cust_OLDER/merge \
  -H "Authorization: Bearer $ZEPHYR_API_KEY" \
  -d '{ "target": "cust_NEWER" }'
```

What moves:

- All carts, orders, and refunds.
- All stored payment methods (deduplicated by fingerprint).
- All addresses (deduplicated by normalised form).
- All metadata (`target` wins on conflict).

The `target` customer is then deleted. The operation is not reversible — keep a backup if you need one.

## Anonymisation

`DELETE /v1/customers/{id}` does not hard-delete. It clears PII (`email`, `name`, `phone`, `addresses`), marks the record `status=anonymised`, and preserves the order history for accounting. Hard deletion requires a separate, audited support ticket.