

Privacy Policy

This Privacy Policy outlines the collection, use, and sharing of your personal information during your visit or purchase on the Website (the "Site").

Collection of Personal Information: Upon visiting the Site, we automatically gather specific details about your device, including web browser information, IP address, time zone, and installed cookies. As you navigate the Site, we collect data on the web pages or products you view, referral sources, and interactions, referred to as "Device Information."

We employ various technologies for collecting Device Information:

- **Cookies:** Data files placed on your device, often with an anonymous unique identifier.
- **Log files:** Track actions on the Site, capturing data like IP address, browser type, and date/time stamps.
- **Web beacons, tags, and pixels:** Electronic files recording your Site browsing information.

Additionally, when making a purchase on the Site, we gather specific Order Information, including name, billing and shipping addresses, payment details, email, and phone number.

The term "Personal Information" in this Privacy Policy encompasses both Device Information and Order Information.

Use of Personal Information: Order Information is utilized to fulfill orders, process payments, arrange shipping, and provide invoices or order confirmations. We also employ Order Information to communicate with you, screen orders for potential risks or fraud, and, based on your preferences, share information or advertising related to our products or services.

Device Information aids in screening for potential risks and fraud, enhances Site optimization, and generates analytics on customer browsing and interaction for marketing assessment.

Sharing Personal Information: We share Personal Information with third parties to assist in its use, as detailed above. For instance, Wix powers our online store, and Google Analytics aids in understanding customer Site usage.

Furthermore, we may share Personal Information to comply with applicable laws, respond to legal requests, or safeguard our rights.

Behavioral Advertising: We use Personal Information for targeted advertisements or marketing communications believed to be of interest to you. To opt out, you can use the provided links for Facebook, Google, and Bing. You may also use the Digital Advertising Alliance's opt-out portal.

Do Not Track: The Site does not alter data collection practices based on Do Not Track signals from your browser.

Your Rights: If you're a European resident, you have the right to access, correct, update, or request deletion of your personal information. Contact us for assistance. Note that your information may be transferred outside of Europe.

Data Retention: We retain Order Information for our records unless you request deletion.

Changes: This privacy policy may be updated to reflect changes in practices or for operational, legal, or regulatory reasons.

Text Marketing & Notifications: By providing your phone number during checkout or subscription, you agree to receive text notifications and marketing messages. You can unsubscribe by replying with STOP or using the provided unsubscribe link.

Marketing Communications: Consent is given for recurring automated marketing by text message. Opt-out by texting STOP. Message and Data rates may apply.

Contact Us: For more information, questions, or complaints, contact us via email.