

## **Why We Collect Personal Information**

We will only collect personal information that is needed to assist in fulfilling the following purposes:

- Verifying user identities;
- Identifying user preferences;
- Meeting regulatory requirements;
- Delivering requested products and services;
- Providing information regarding our services;
- Ensuring a high standard of service for our users;
- To contact the user (if requested) via contact details;

## **How We Collect Personal Information**

We may collect personal information in various ways, including but not limited to:

- When users visit our site;
- When users register, fill out forms, or interact with features/services/activities on our site;

Users can opt to visit our site anonymously, but certain site related activities may require your input of identification information. Personal information will only be collected if you or your authorized agent voluntarily provided information about you to us. Users may be asked for names, email addresses, mailing addresses, or phone numbers.

## **IP Address**

We may collect and store the IP address of users who visit the site to create general demographic data, such as determining the geographical distribution of our users. IP addresses are not used to identify individual users.

## **Cookies**

We may use cookies to gather information about user activities on the site. Cookies are small files that help us track how often users visit and what they do while on the site. This data is used to customize content and advertisements and to monitor site traffic for analytical purposes. Third parties, such as sponsors or advertisers, may also use cookies when users interact with their content, but we do not control how they use this information. If you wish to disable cookies, most browsers allow you to do so; however, disabling cookies may limit some site functionalities, such as personalized content delivery.

## **Use and Disclosure of Personal Information**

We collect and use personal information only for purposes necessary to provide and improve our services. These include, but are not limited to:

- Operating our Site: Your information helps ensure the proper functioning and display of content on the site.
- Marketing Campaigns: We may use your data to run marketing campaigns, including retargeting display ads.
- Improving Customer Service: The information you provide enables us to respond more effectively to customer service requests and support needs.
- Personalizing User Experience: We may analyze aggregated data to understand how users interact with the site, enhancing the overall user experience.
- Improving Our Site: Feedback from users is used to improve our products and services.
- Running Promotions, Contests, or Surveys: We may use your information to manage and operate these site features and send updates on topics of interest.
- Sending Periodic Emails: Your email may be used to send order updates, respond to inquiries, and provide additional information or support.

We will not use or disclose personal information for any other purposes unless we have received explicit consent. Personal information will not be disclosed to unaffiliated third parties unless necessary for:

- Compliance with legal requirements (e.g., law, court order, or subpoena).
- Special cases, such as threats to the safety of individuals.
- Providing information to vendors or suppliers when necessary for site operations and maintenance.

## **Protecting Your Information**

We take measures to protect your personal information from loss, theft, unauthorized access, and disclosure. These measures may include encryption, firewalls, and Secure Socket Layers (SSL). We implement strict data collection, storage, and processing practices, along with security measures, to guard against unauthorized access, alteration, disclosure, or destruction of your personal information, including usernames, passwords, transaction details, and data stored on our site. Although we employ various techniques to safeguard your data, please note that "perfect security" does not exist on the internet.

## **Controlling Your Data**

When receiving text notifications from us, you will have the option to opt out at any time by replying 'STOP'.

## **Passwords**

You are responsible for any actions taken with your User ID (email) and password, including any charges to your account. We recommend that you do not share your password with third parties. If you choose to do so, you are responsible for all actions taken on your account and should review the third party's privacy policy. Losing control of your password may lead to loss of control over your personal information and potentially binding actions taken on your behalf. If your password is compromised, you should change it immediately.

### **Updating Your Information**

You can contact us at any time to:

- Update your personal information;
- Change your preferences regarding informational or promotional communications;

### **Changes to Our Policy**

We reserve the right to update this Privacy Policy at any time. Any revisions will be posted on the main page of our Site, and we encourage users to check this page frequently to stay informed about how we are protecting the personal information we collect. It is your responsibility to review the Privacy Policy periodically and be aware of any changes.

Your continued use of the Site after changes are posted constitutes acceptance of the revised Privacy Policy. If you do not agree with the terms of the updated Privacy Policy, you should exit the Site immediately.

### **Acceptance of Our Policy**

By using this Site, you agree to the terms of this Privacy Policy. If you do not agree with this policy, please refrain from using our Site. Your continued use of our site following the posting of any changes to this policy will signify your acceptance of those changes.