**Website Privacy Policy**

**Effective Date:** 01/01/2025

At Roxy & Bumble LLC, your privacy is important to us. This Privacy Policy outlines how we collect, use, store, and protect your personal information when you visit our website. By accessing and using our site, you agree to the practices described in this policy. Please read this document carefully to understand how we treat your information.

We are committed to maintaining the privacy and security of your personal data. As such, we take every reasonable step to ensure that your personal information is handled safely and securely in compliance with applicable privacy laws, including the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other relevant data protection regulations.

**1. Information We Collect**

We collect two main types of information when you visit our website:

**a. Personal Information**
This refers to any information that can identify you directly or indirectly. The types of personal information we may collect include, but are not limited to:

* Name (First and Last)
* Email address
* Phone number
* Physical address (billing and/or shipping address)
* Payment information (credit/debit card numbers, billing information, processed securely via trusted third-party payment processors)
* Employment details (if relevant for specific forms or services)
* Other information you provide to us, such as survey responses or feedback

You may be required to provide certain personal information to access specific services, make purchases, or communicate with us directly through our website.

**b. Non-Personal Information**
This includes data that does not directly identify you but helps us enhance your experience on the website. Non-personal information may include:

* IP address
* Browser type and version
* Device information
* Pages visited, time spent on pages, and site navigation paths
* Referring websites and links
* Search terms used on our site

Non-personal information is collected using various tracking technologies, such as cookies, web beacons, and similar tools.

**2. How We Use Your Information**

The personal and non-personal information we collect is used for several purposes, including but not limited to:

* **To provide and improve our services**: We use your information to process orders, deliver products, and provide services you request. We also use your details to enhance and personalize your experience with us.
* **Communication**: We may use your information to contact you for customer support, respond to your inquiries, or send transactional messages (e.g., order confirmations, shipping updates). With your consent, we may send you promotional emails, newsletters, or updates about new products or services.
* **To analyze and improve our website**: We gather non-personal information, such as site usage data, to understand how visitors interact with our website and identify areas for improvement.
* **To comply with legal obligations**: We may use your personal data to comply with applicable laws, regulations, or legal processes, including responding to subpoenas, court orders, or government investigations.
* **Marketing and Promotions**: With your consent, we may send you marketing communications, promotional offers, or information about upcoming events. You can opt out of these communications at any time by following the unsubscribe instructions included in the emails or contacting us directly.

**3. Sharing Your Information**

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following circumstances:

* **Service Providers**: We may share your data with third-party service providers who help us run our website and business, such as payment processors, shipping companies, marketing platforms, and website analytics services. These third parties are bound by strict agreements to protect your information and can only use it for the purpose of providing services to us.
* **Legal Obligations**: We may disclose your personal information if required to do so by law or if we believe such action is necessary to comply with legal obligations, protect our rights or property, or defend against legal claims.
* **Business Transactions**: In the event of a merger, acquisition, or sale of assets, your personal information may be transferred to the new owner. We will notify you of any change in control and the subsequent use of your personal data.

**4. Data Security**

We take the security of your personal information seriously. We implement a variety of administrative, technical, and physical security measures to safeguard your data from unauthorized access, loss, misuse, or disclosure. These measures include:

* Encryption of sensitive data, such as payment information, during transmission
* Secure servers with access controls to protect stored data
* Routine security audits and assessments to identify potential vulnerabilities

While we employ stringent security measures, no data transmission over the internet or method of electronic storage is completely secure. We cannot guarantee absolute security, but we are committed to safeguarding your information to the best of our ability.

**5. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies (e.g., web beacons, pixels) to enhance your user experience, personalize content, and analyze site traffic. Cookies are small files that are stored on your device and allow us to remember your preferences or activities across sessions.

You can control cookies through your browser settings. Most browsers allow you to block or delete cookies, but please note that disabling cookies may limit your ability to use certain features of our website, such as personalized content and shopping carts.

We also use third-party analytics tools, such as Google Analytics, to gather non-personal data about site usage and improve the user experience. These tools may track actions like the pages you visit, the time spent on the site, and how you interact with the content.

**6. Third-Party Links**

Our website may contain links to third-party websites or services that are not operated or controlled by us. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites before submitting personal information.

**7. Your Rights and Choices**

As a user of our website, you have the right to:

* **Access**: Request access to the personal information we hold about you.
* **Correction**: Request correction of any inaccurate or incomplete information.
* **Deletion**: Request the deletion of your personal data, subject to certain legal and business obligations.
* **Opt-Out of Marketing Communications**: You can opt out of receiving promotional emails by clicking the unsubscribe link provided in each email or by contacting us directly.
* **Data Portability**: You have the right to request a copy of your personal data in a commonly used, machine-readable format.
* **Object to Processing**: You have the right to object to the processing of your personal information in certain situations (e.g., direct marketing).

To exercise any of these rights or if you have concerns about how we process your personal data, please contact us using the information provided below.

**8. Children’s Privacy**

Our website is not intended for use by individuals under the age of 13, and we do not knowingly collect personal information from children. If you believe we have collected personal data from a child under 13, please contact us immediately, and we will take steps to delete that information.

**9. Changes to This Privacy Policy**

We reserve the right to update and modify this Privacy Policy at any time. Any changes will be reflected on this page, and the "Effective Date" at the top of this policy will be updated accordingly. We encourage you to periodically review this policy to stay informed about how we protect your privacy.

**10. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, or if you wish to exercise your rights under applicable privacy laws, please contact us at:

Roxy & Bumble LLC

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Email: roxyandbumble@gmail.com
Phone: 920-373-1992

By using our website, you acknowledge that you have read, understood, and agree to this Privacy Policy.