

PRIVACY POLICY

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Introduction

This Privacy Policy explains how we collect, use, share, and protect your personal information when you use our website. We are committed to ensuring the privacy and security of your data. Please read this policy carefully to understand our practices regarding your personal information.

Personal Information We Collect

We collect two types of information:

1. **Device Information:** Automatically collected when you visit our site, including:
 - Web browser information
 - IP address
 - Time zone
 - Cookies
 - Browsing patterns and interactions

We collect Device Information using:

- Cookies
 - Log files
 - Web beacons, tags, and pixels
2. **Provided Information:** Data you directly provide to us, such as:
 - Personal identification information (name, email, phone number)
 - Billing information
 - Survey responses and feedback

How We Use Your Personal Information

We use your personal information to:

- Fulfill orders and process payments
- Communicate with you
- Screen for potential risks and fraud
- Improve and optimize our site
- Provide targeted advertising (with your consent)

How We Share Your Personal Information

We may share your information with:

- Third-party service providers (e.g., payment processors, analytics providers)
- Legal authorities when required by law

We use Google Analytics to understand site usage. You can learn more about Google's privacy practices and opt-out options at:

- [Google Privacy Policy](#)
- [Google Analytics Opt-out](#)

How We Store Your Data

We implement commercially reasonable security measures to protect your data. However, no method of transmission over the internet is 100% secure. We retain your personal information unless you request deletion.

Email Marketing

By making a purchase or opting in, you agree to receive marketing emails from us. You can unsubscribe at any time, but this may affect your access to certain information and promotions.

Behavioral Advertising

We use your information for targeted advertising. You can opt out through:

- [Facebook Ad Settings](#)
- [Google Ad Settings](#)
- [Bing Ad Settings](#)
- [Digital Advertising Alliance Opt-out](#)

Your Data Protection Rights

If you are a European resident, you have the right to:

- Access your personal information
- Correct or update your personal information
- Request deletion of your personal information
- Object to or restrict processing of your data
- Request data portability

To exercise these rights, please contact us using the information provided below.

Third-Party Websites

Our privacy policy only applies to our website. We are not responsible for the privacy practices of third-party sites linked to or from our website.

Changes to This Privacy Policy

We may update this policy periodically. Please review it regularly for any changes.

Complaints

If you have complaints about our data practices, please contact us. European Union residents have the right to lodge complaints with their local data protection authority.

Contact Us

For questions, concerns, or to exercise your data protection rights, please contact us at:

Email: support@lorainmoorehead.com