

Privacy Policy for Tanner Tradition LLC (Effective Date: January 1, 2025)

At Tanner Tradition LLC we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website and make purchases from our online store.

1. Information We Collect

We collect several types of information to provide and improve our service to you:

Personal Information

When you make a purchase, sign up for an account, or subscribe via our website, we may collect the following personal information:

- Name
- Email address
- Shipping and billing address
- Phone number
- Payment information (credit/debit card details, PayPal, etc.)

Usage Data

We may collect data on how you access and use the website, including your IP address, browser type, pages visited, and device information. This data helps us analyze trends and improve the website.

Cookies

Our website uses cookies to improve your experience and help us understand how users interact with our site. Cookies are small files stored on your device that help us remember your preferences and ensure the website functions properly.

2. How We Use Your Information

We use collected information for the following purposes:

- To process and complete your orders
- To send order confirmations, shipping updates, and customer service messages
- To personalize your shopping experience and recommend products
- To communicate with you about promotions, newsletters, and marketing offers (*you can opt-out at any time*)
- To improve our website, products, and services

3. How We Protect Your Information

We implement a variety of security measures to protect your personal data. These measures include encryption, secure servers, and regular security assessments. However, no method of

online transmission or storage is completely secure, and we cannot guarantee 100% security of your information.

4. Sharing Your Information

We do not sell, trade, or otherwise transfer your personal information to third parties without your consent, except in the following cases:

- **Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our website, processing payments, and delivering products (e.g., shipping carriers).
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid legal requests (e.g., a subpoena).

5. Your Rights and Choices

You have certain rights regarding your personal information:

- **Access:** You may request a copy of the personal information we hold about you.
- **Correction:** You can update or correct your personal information.
- **Deletion:** You may request the deletion of your personal information, subject to certain legal obligations.
- **Opt-Out:** You may unsubscribe from our marketing communications at any time by clicking the unsubscribe link in our emails.

6. Third-Party Links

Our website may contain links to other websites. We are not responsible for the privacy practices or content of these third-party websites. Please review their privacy policies before sharing any personal information.

7. Children's Privacy

Our website and services are not intended for individuals under the age of 13. We do not knowingly collect or solicit personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will take steps to delete that information.

8. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be posted on this page with an updated effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Tanner Tradition LLC
624 Sudderth Drive
Ruidoso, NM 88345 USA
575-257-8675
tannertraditionsales@gmail.com