

## Privacy Policy

Effective Date: January 30, 2025

**1. Introduction** Welcome to the Iron Butt Rally Marketplace ("Marketplace"). Your privacy is important to us. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you use our website. By using our services, you agree to the terms outlined in this policy.

**2. What Information We Collect** We collect the following types of information:

- **Personal Information:** Name, email address, phone number, mailing address, payment details, and any other details provided when making a purchase, registering an account, or communicating with us.
- **Non-Personal Information:** Browser type, IP address, device information, cookies, and browsing behavior on our site.

**3. How We Collect Information** We collect information when:

- You register an account, place an order, or submit inquiries.
- You subscribe to our newsletter or marketing communications.
- You browse our website, with data collected through cookies and tracking technologies.
- You interact with our customer support team.

**4. Why We Collect Information** We collect your personal information for the following purposes:

- To process transactions, fulfill orders, and provide customer support.
- To personalize your experience and improve our services.
- To communicate updates, promotions, and marketing materials.
- To comply with legal obligations and prevent fraud.

**5. How We Store, Use, Share, and Disclose Information** We implement industry-standard security measures to protect your data. Your personal information may be shared with:

- **Service Providers:** Third-party vendors assisting with payment processing, order fulfillment, and website hosting.
- **Legal Authorities:** If required by law or to protect our rights and users.
- **Business Transfers:** In the case of a merger, acquisition, or asset sale, your information may be transferred to the new entity.

**6. How We Communicate With You** We may contact you via email, text message, or other channels for:

- Order confirmations and updates.
- Customer support responses.

- Marketing campaigns and promotions (opt-out available at any time).

**7. Use of Cookies and Tracking Tools** Our website uses cookies and tracking technologies to enhance functionality and analyze site traffic. Third-party services, such as Google Analytics, may also collect data. You can manage cookie settings through your browser.

**8. How to Withdraw Consent** You can withdraw your consent or request deletion of your personal information by contacting us at [Insert Contact Information]. However, some data may be retained for legal or transactional purposes.

**9. Third-Party Links** Our website may include links to third-party sites. We are not responsible for their privacy practices and recommend reviewing their policies before providing personal data.

**10. Children's Privacy** Our Marketplace is not intended for individuals under 18. We do not knowingly collect data from minors.

**11. Privacy Policy Updates** We reserve the right to update this policy at any time. Changes will be posted with an updated effective date, and continued use of our services implies acceptance of modifications.

**12. Contact Us** For any privacy-related concerns or inquiries, please reach out to us at:

[ironbutthq@gmail.com](mailto:ironbutthq@gmail.com)

or

Iron Butt Rally

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Frisco, TX 75033