

Privacy Policy

This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit or make a purchase from our website. We understand that protecting your personal data is important, and we are committed to handling your information responsibly.

Personally Identifiable Information (PII) refers to information that can be used on its own, or combined with other information, to identify, contact, or locate an individual. Please review the following policy to better understand how we collect and use your information.

Information We Collect

When you interact with our website—such as placing an order, creating an account, or filling out a form—you may be asked to provide certain personal details. These may include:

- Name
 - Email address
 - Mailing address
 - Phone number
 - Other relevant information needed to complete transactions or improve your experience on our website
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When Information Is Collected

We collect information when you:

- Register on our website
 - Place an order
 - Subscribe to communications
 - Enter information into forms on the website
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How We Use Your Information

The information we collect may be used for several purposes, including:

- Processing and completing orders quickly and efficiently
- Sending order confirmations, updates, or related service emails
- Communicating information about products, services, or promotions
- Improving website functionality and customer experience

Protecting Your Personal Information

We take reasonable steps to protect the information you provide. Our website is regularly monitored for security vulnerabilities and potential threats to help ensure a safe browsing experience.

Security measures include:

- Regular malware scanning
- Secure networks with restricted access to authorized personnel only
- Confidential handling of personal information by authorized users
- Encryption of sensitive information using Secure Socket Layer (SSL) technology

In addition, all payment transactions are processed through secure third-party gateway providers. We do not store or process credit card information on our servers.

Cookies and Website Tracking

Our website uses cookies to improve your browsing experience. Cookies are small files stored on your device through your web browser that allow the website to recognize your browser and remember certain information.

Cookies help us:

- Remember items in your shopping cart
- Understand user preferences based on previous site activity
- Collect general website traffic and interaction data so we can improve our website and services

You may choose to disable cookies through your browser settings. However, disabling cookies may cause certain website features to function improperly.

Sharing of Personal Information

We do not sell, trade, or transfer your Personally Identifiable Information to outside parties.

Third-Party Links

Our website does not offer or promote third-party products or services.

Google Advertising

Google advertising policies are designed to ensure a positive user experience. At this time, Google AdSense is not enabled on our website, though it may be used in the future.

California Online Privacy Protection Act (CalOPPA)

In accordance with the California Online Privacy Protection Act, users can visit our website anonymously.

Our privacy policy is accessible from our website and includes the word "Privacy" for easy identification. Any updates to this policy will be posted on this page.

Users may update their personal information by logging into their account.

Do Not Track Signals

Our website honors Do Not Track (DNT) browser signals. When a DNT mechanism is enabled, we do not track users, place cookies for advertising purposes, or use behavioral tracking.

We also do not allow third-party behavioral tracking on our website.

Children's Information (COPPA)

The Children's Online Privacy Protection Act (COPPA) protects the privacy of children under the age of 13.

Our website is not directed toward children under the age of 13, and we do not knowingly collect personal information from children in this age group.

Fair Information Practices

The Fair Information Practice Principles form an important foundation of privacy law in the United States.

If a data breach were to occur, we will notify users:

- By email within 7 business days
- Through a notification posted on our website within 7 business days

We also support the Individual Redress Principle, which allows individuals to pursue enforceable rights against data collectors who fail to comply with privacy laws.

CAN-SPAM Compliance

The CAN-SPAM Act establishes rules for commercial email communications.

We collect email addresses and mobile numbers in order to:

- Respond to inquiries or customer requests
- Send information related to orders and updates regarding purchases

Email and mobile contact information will **not be shared with third parties or affiliates for marketing or promotional purposes.**

To comply with CAN-SPAM regulations, we agree to:

- Avoid misleading subject lines or email addresses
- Clearly identify promotional messages when appropriate
- Include the physical address of our business in communications
- Monitor any third-party email marketing services used
- Honor opt-out and unsubscribe requests promptly

Each email will contain an unsubscribe option. You may also request removal from our mailing list by contacting:

service@theidealpillow.com

Contact us if you have any questions regarding this Privacy Policy, at:

service@theidealpillow.com