



Privacy Policy

Effective Date: 09/01/2024

Gauntt Board Company LLC (referred to as “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share personal information when you visit or use our website, shop for products, or interact with us in any way, including Coochie® and Urban Carpenter™ brands.

By using our website, services, or purchasing products, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We collect several types of information to provide you with the best experience:

A. Personal Information

This includes any information that identifies or can be used to identify you:

- **Contact Information:** Name, email address, phone number, postal address.
- **Payment Information:** Credit card details, billing address (through secure payment processors).
- **Account Information:** Username, password, and other information you provide during registration.

B. Non-Personal Information

This includes data that does not directly identify you:

- **Device Information:** IP address, browser type, operating system, device type.
 - **Usage Data:** Pages viewed, time spent on the site, navigation paths, and other interaction data.
 - **Cookies and Tracking Technologies:** Data collected via cookies, beacons, and other tracking mechanisms. See the “Cookies” section for more details.
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2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Process Transactions:** Fulfilling your orders, managing subscriptions, and providing customer service.
 - **To Improve Our Website:** Monitoring and analyzing website usage and traffic patterns to enhance user experience.
 - **To Communicate with You:** Sending updates about orders, new products, promotions, or newsletters (you can opt out at any time).
 - **To Comply with Legal Requirements:** Meeting obligations required by law or to enforce our legal rights.
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3. Sharing Your Information

We do not sell or rent your personal information. We may share your data in the following cases:

- **Service Providers:** We may share your information with third-party vendors that help us operate our business, including payment processors, shipping providers, and marketing platforms.
 - **Legal Compliance:** We may disclose your information if required by law, or if we believe disclosure is necessary to protect our rights, investigate fraud, or respond to a government request.
 - **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.
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4. Data Security

We implement a variety of security measures to maintain the safety of your personal information:

- **Encryption:** Sensitive information (such as payment data) is encrypted using industry-standard encryption methods.
- **Access Control:** Only authorized personnel have access to personal data.
- **Monitoring:** We regularly review our systems for potential vulnerabilities and attacks.

While we take reasonable steps to protect your data, no method of transmission over the Internet is completely secure. We cannot guarantee its absolute security.

5. Cookies and Tracking Technologies

We use cookies to improve your browsing experience. Cookies are small files placed on your device that help us analyze web traffic, customize content, and store user preferences.

- **Essential Cookies:** Necessary for the operation of the site (e.g., shopping cart functionality).
- **Analytics Cookies:** Help us understand how visitors use our website (e.g., Google Analytics).
- **Marketing Cookies:** Track your browsing activity to display relevant ads.

You can manage your cookie preferences through your browser settings or by opting out of specific cookies through third-party tools.

6. Your Privacy Rights

Depending on your location, you may have the following rights concerning your personal data:

- **Access:** You can request a copy of the personal data we hold about you.
- **Correction:** If your data is inaccurate or incomplete, you can ask us to update it.
- **Deletion:** You can request that we delete your personal data (subject to certain legal exceptions).
- **Restriction:** You may request that we limit the use of your data.
- **Portability:** You may request to receive your data in a commonly used format and transmit it to another service provider.
- **Opt-out of Marketing:** You can opt out of receiving marketing communications at any time by following the unsubscribe link in the emails or contacting us directly.

To exercise any of these rights, please contact us at:

Email: contact@GBCKC.com

Phone: (785) 317-5807

7. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We recommend reviewing the privacy policies of these third parties.

8. Children's Privacy

Our services are not intended for children under the age of 13. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected such information, we will take steps to delete it.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When changes are made, we will revise the effective date at the top of the page and provide notice on our website. Please review this page periodically for any updates.

10. Contact Us

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

Gauntt Board Company LLC

Address: 5216 Walmer St. Mission, KS 66202

Email: contact@GBCKC.com

Phone: (785) 317-5807

FAQs

→ What personal information do you collect?

- ◆ We collect information such as your name, contact details, payment information, and any details you provide when registering or ordering from us.

→ How do you protect my information?

- ◆ We use industry-standard encryption and access controls to protect your personal data. Only authorized personnel can access sensitive information.

→ Can I delete my account or data?

- ◆ Yes, you can request the deletion of your data by contacting us, subject to legal obligations we must comply with.

→ Do you share my data with third parties?

- ◆ We only share your data with trusted service providers (e.g., payment processors) and in cases required by law.

→ Can I opt out of marketing emails?

- ◆ Yes, you can unsubscribe from marketing emails at any time by following the unsubscribe link in any of our emails.

→ Do you use cookies?

- ◆ Yes, we use cookies to enhance your browsing experience, analyze traffic, and provide personalized content.