

Privacy Policy

Last updated: September 19, 2025

This Privacy Policy outlines our practices regarding the collection, use, and disclosure of your information when you access or use our Service. It also describes your privacy rights and explains how applicable laws are designed to protect you.

We utilize your personal data to deliver and enhance our Service. By accessing the Service, you consent to our practices concerning information as described in this Privacy Policy.

Interpretation and Definitions

Interpretation

Throughout this policy, terms with capitalized initial letters carry specific meanings defined under the sections below. These definitions apply regardless of whether they appear in singular or plural form.

Definitions

For the purposes of this Privacy Policy:

- **Account:** A unique account created for you to access parts of our Service.
- **Affiliate:** Any entity controlling, controlled by, or under common control with a party; "control" signifies ownership of at least 50% of shares, equity, or voting securities.
- **Company:** Refers to Triple Creek Guitars LLC, 3208 Three Bridge Rd, referenced as "the Company," "we," "us," or "our."
- **Cookies:** Small files placed on your device by a website to store browsing history among other uses.
- **Country:** Virginia, United States.
- **Device:** Any device capable of accessing the Service such as computers, smartphones, or tablets.
- **Personal Data:** Information relating to an identified or identifiable individual.
- **Service:** The Website.
- **Service Provider:** Any person or entity processing data on behalf of the Company, including third-party vendors facilitating the Service or assisting with analysis.

10. **Usage Data:** Data automatically collected from the use of the Service or its infrastructure (e.g., duration of visits).

11. **Website:** Triple Creek Guitars, found at <https://www.triplecreekguitars.com>.

12. **You:** The individual using the Service or the organization such individual represents.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using our Service, we may request personally identifiable information, which could include but is not limited to:

- Email address
- First and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Usage Data

Usage Data

Usage Data is collected automatically during Service interactions and may include IP addresses, browser details, visited pages, time spent, unique device identifiers, and diagnostic data. For mobile access, information such as device type, unique identifier, operating system, and mobile browser specifics may also be gathered. This information is typically collected through your browser or device.

Tracking Technologies and Cookies

We implement cookies and similar tracking methods to monitor activity and store certain information. Technologies such as beacons, tags, and scripts help us analyze and enhance the Service.

Cookies or Browser Cookies: Small files stored on your device. You may configure your browser to refuse cookies; however, some features of the Service might become inaccessible if cookies are declined.

Web Beacons: Certain parts of our Service and emails may contain web beacons—small electronic files used to count users, track page visits, or confirm email openings.

Cookies can be either persistent (remain after going offline) or session-based (deleted upon browser closure). Learn more about cookies via relevant resources such as the TermsFeed website.

Our site uses both session and persistent cookies for the following purposes:

- **Necessary / Essential Cookies:** Enable core Service functionalities, authenticate users, and prevent fraudulent accounts.
- **Cookies Policy / Notice Acceptance Cookies:** Verify user acceptance of cookie usage.
- **Functionality Cookies:** Remember user preferences for a personalized experience.

For additional information on cookies and your options, please review our Cookies Policy or the Cookies section within this document.

Use of Your Personal Data

The Company may use Personal Data to:

- Provide and maintain the Service, including performance monitoring.
- Manage your registration and account functionalities.
- Fulfill contractual obligations related to purchases or services.
- Communicate with you regarding updates or service information via email, phone, SMS, or app notifications.
- Inform you about news, offers, or events similar to your previous interests unless you opt out.
- Respond to and manage user requests.

Data may be shared in these circumstances:

- **With Service Providers:** For analytical, payment processing, and communication purposes.
- **With Your Consent:** For any other purposes you authorize.

Retention of Your Personal Data

Your Personal Data will be retained only as long as necessary for the stated purposes, legal compliance, dispute resolution, and enforcement of agreements. Usage Data is generally kept for a shorter period unless needed for security, functionality, or legal requirements.

Delete Your Personal Data

You have the right to access, update, correct, or request deletion of your personal data. This can be managed within your account settings or by contacting us directly. Please note that certain information may be retained to comply with legal obligations.

Disclosure of Your Personal Data

Business Transactions:

In mergers, acquisitions, or asset sales, your information may be transferred. You will be notified prior to changes in Privacy Policy applicability.

Law Enforcement:

Your information may be disclosed if required by law or valid authority requests.

Other Legal Requirements:

Disclosure may also occur to fulfill legal obligations, defend company rights, investigate potential wrongdoing, safeguard users or the public, or mitigate legal liability.

Security of Your Personal Data

We take the security of your personal data seriously and employ commercially reasonable measures. However, no method of internet transmission or electronic storage is completely secure; therefore, we cannot guarantee absolute protection.

Detailed Information on the Processing of Your Personal Data

Third-party Service Providers engaged by us may process your Personal Data in accordance with their privacy policies.

Payments

For transactions, payment processing is handled by third-party services (e.g., Square), and your card details are transmitted directly to them. We do not store this information. Payment processors adhere to PCI-DSS standards for secure handling:

- **Square:** View their Privacy Policy at <https://squareup.com/legal/privacy-no-account>

Links to Other Websites

Our Service may contain links to external websites not operated by the Company. We strongly recommend reviewing the privacy policies of all third-party sites, as we are not responsible for their content or practices.

Changes to this Privacy Policy

We may update this Privacy Policy periodically. Notification of changes will be provided via email and/or prominent notice on our Service prior to effectiveness, and the “Last updated” date will be amended accordingly. Users are encouraged to review the Privacy Policy regularly.

Contact Us

If you have questions regarding this Privacy Policy, you may contact us at:

By email: ahopkins@triplecreekguitars.com