

Roots Down Customer Privacy and Data Protection Policy

At Roots Down, we are committed to protecting the privacy and security of our customers' personal information. As a Public Benefit Corporation, we uphold the highest standards of ethical conduct and social responsibility. This Privacy and Data Protection Policy outlines how we collect, use, disclose, and protect the personal information of our customers.

Collection of Personal Information

We may collect the following types of personal information from our customers:

- Contact Information: Name, address, email address, phone number.
- Account Information: Username, password, account preferences.
- Transaction Information: Purchase history, payment information.
- Demographic Information: Age, gender, preferences.

We collect this information through various means, including online forms, account registration, and customer interactions.

Use of Personal Information

We use personal information for the following purposes:

- To fulfill customer orders and provide products and services.
- To communicate with customers about orders, promotions, and product updates.
- To improve our products and services based on customer feedback.
- To personalize the customer experience and provide tailored content.

Disclosure of Personal Information

We may share personal information with third parties in the following circumstances:

- Service Providers: We may share information with trusted service providers who assist us in delivering products and services.
- Legal Compliance: We may disclose information to comply with applicable laws, regulations, or legal processes.

Data Security

We take measures to safeguard the confidentiality and security of personal information, including encryption, access controls, and regular security audits.

Retention of Personal Information

We retain personal information for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law.

Customer Rights

Customers have the right to:

- Access their personal information.
- Correct inaccuracies in their personal information.
- Request deletion of their personal information, subject to legal requirements.

Changes to the Privacy Policy

We reserve the right to update this Privacy and Data Protection Policy to reflect changes in our practices. We will notify customers of any material changes.

Contact Information

If you have questions or concerns about this Privacy and Data Protection Policy, please contact us at: jamie@rootsdownregen.com