

# Privacy Policy

May 2024

Whimsi Athletic Apparel is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share information about you when you visit our website [whimsiathletic.com](http://whimsiathletic.com) or make a purchase.

## Information We Collect

**Personal Information:** We collect personal information such as your name, email address, shipping address, and payment details when you make a purchase or create an account.

**Automatically Collected Information:** We collect information about your device, browsing actions, and usage patterns through cookies and similar technologies.

## How We Use Your Information

We use your information to:

- Process and fulfill your orders.
- Communicate with you about your orders, account, or customer service inquiries.
- Send you updates, promotional materials, and other information that may be of interest to you.
- Improve our website and services.

## Sharing Your Information

We may share your information with:

**Service Providers:** Third-party service providers who help us with payment processing, shipping, and other business operations.

**Legal Requirements:** Authorities if required by law or to protect our legal rights.

## Data Security

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure.

## Your Choices

You can:

- Opt-out of receiving marketing emails by following the unsubscribe instructions in those emails.
- Manage your cookie preferences through your browser settings.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our Site. Please review it periodically.



Whimsi Athletic Apparel

[www.whimsiathletic.com](http://www.whimsiathletic.com)

