

Privacy Policy

Effective Date: March 21, 2025

Welcome to Sweet Calm Brand! Your privacy is important to us. This Privacy Policy explains how we collect, use, share, and protect your personal information when you visit our website, <https://www.sweetcalmbrand.com>

1. Information Collection

We collect information from you when you interact with our Website, including:

- **Personal Information:** Name, email address, phone number, shipping address, and payment details when you make a purchase.
- **Automatically Collected Information:** IP address, browser type, device information, and browsing behavior through cookies and tracking technologies.
- **User Communications:** When you contact us via email, chat, or customer service forms.

2. Data Usage

We use the collected information for the following purposes:

- To process transactions and fulfill orders.
- To provide customer support and respond to inquiries.
- To improve our Website, services, and user experience.
- To send marketing communications, promotions, or updates (you can opt out at any time).
- To comply with legal obligations and protect our business interests.

3. Data Sharing & Disclosure

We do not sell your personal data. However, we may share your information in the following instances:

- **Service Providers:** We may share your data with third-party vendors that assist in payment processing, shipping, and customer service.
- **Legal Compliance:** We may disclose data if required by law, court order, or governmental request.
- **Business Transfers:** If our company undergoes a merger, acquisition, or sale, your data may be transferred as part of the business assets.

4. Data Security Measures

We take reasonable precautions to protect your information, including:

- Secure encryption of payment data.
- Access restrictions to personal data.
- Regular monitoring for security vulnerabilities and threats.

While we implement strong security measures, no online platform is 100% secure. Users should also take steps to protect their information, such as using strong passwords and keeping their login credentials confidential.

5. User Rights (GDPR, CCPA)

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

- **Access & Correction:** Request access to your personal data or correct inaccuracies.
- **Deletion:** Request that we delete your personal data, subject to legal exceptions.
- **Opt-Out:** Opt out of marketing communications or data sharing for targeted advertising.
- **Data Portability:** Request a copy of your data in a portable format.
- **Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

To exercise your rights, please contact us at Sweetcalminfo@gmail.com.

6. Cookies & Tracking

Our Website uses cookies and tracking technologies to enhance your experience. These may include:

- **Essential Cookies:** Required for core Website functions.
- **Analytics Cookies:** Help us understand website traffic and performance.
- **Marketing Cookies:** Used for personalized advertising and promotions.

You can manage cookie preferences through your browser settings or opt-out via our cookie consent banner.

7. Contact Information

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

Sweet Calm Brand

Email: Sweetcalminfo@gmail.com

Phone: (954) 332-8361

Mailing Address: 10150 Nw 47th ST, Sunrise Florida 33351.

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page with an updated effective date.