

# Privacy Policy

**Effective Date:** October 22, 2025

**Last Updated:** October 22, 2025

## Introduction

At Heart & Soul of Sun Valley, we are committed to protecting your privacy and handling your personal information with the same care and integrity that we bring to our ethical fashion practices. This Privacy Policy explains how we collect, use, and protect your information when you visit our website at [heartandsoulofsunvalley.com](https://heartandsoulofsunvalley.com) or interact with our services.

## Information We Collect

### Personal Information You Provide

When you interact with our website, we may collect the following personal information:

- **Name:** Your first and last name when you create an account, make a purchase, or subscribe to our newsletter
- **Email Address:** Your email address for account creation, order confirmations, customer service, and marketing communications (with your consent)
- **Contact Information:** Any additional contact details you voluntarily provide when reaching out to us

### Information Automatically Collected

When you visit our website, we may automatically collect certain technical information:

- **Usage Data:** Pages visited, time spent on our site, and navigation patterns
- **Device Information:** Browser type, operating system, and device specifications
- **Log Data:** IP address, access times, and referring website addresses

## Cookies and Similar Technologies

Our website may use cookies and similar tracking technologies to enhance your browsing experience. Cookies are small text files stored on your device that help us:

- Remember your preferences and settings
- Analyze website traffic and user behavior
- Provide personalized content and recommendations
- Ensure website security and functionality

You can control cookie settings through your browser preferences, though disabling cookies may affect website functionality.

## How We Use Your Information

We use your personal information for the following purposes:

- **Order Processing:** To process and fulfill your orders, including shipping and customer service
- **Account Management:** To create and maintain your account and provide personalized services
- **Communication:** To send order confirmations, shipping updates, and respond to your inquiries
- **Marketing:** To send promotional emails and newsletters (only with your explicit consent)
- **Website Improvement:** To analyze usage patterns and improve our website functionality and user experience
- **Legal Compliance:** To comply with applicable laws and regulations

## Information Sharing and Disclosure

We do not sell, trade, or otherwise transfer your personal information to third parties, except in the following limited circumstances:

- **Service Providers:** We may share information with trusted service providers who assist us in operating our website and conducting our business (such as payment processors and shipping companies), provided they agree to keep your information confidential
- **Legal Requirements:** We may disclose your information when required by law, court order, or governmental request
- **Business Transfer:** In the event of a merger, acquisition, or sale of our business, your information may be transferred as part of that transaction

## Data Security

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Secure data transmission using encryption protocols
- Regular security assessments and updates
- Limited access to personal information on a need-to-know basis
- Secure storage systems and databases

While we strive to protect your information, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## Your Rights and Choices

You have the following rights regarding your personal information:

- **Access:** You may request access to the personal information we hold about you

- **Correction:** You may request correction of any inaccurate or incomplete information
- **Deletion:** You may request deletion of your personal information, subject to certain legal limitations
- **Opt-Out:** You may unsubscribe from marketing communications at any time by clicking the unsubscribe link in our emails or contacting us directly
- **Cookie Control:** You may manage cookie preferences through your browser settings

## Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with our legal obligations, resolve disputes, and enforce our agreements. When we no longer need your information, we will securely delete or anonymize it.

## Children's Privacy

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

## International Users

While our primary customer base is located in Idaho and the United States, if you are accessing our website from outside the United States, please be aware that your information may be transferred to and processed in the United States, where privacy laws may differ from those in your jurisdiction.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by posting the updated policy on our website and updating the "Last Updated" date. Your continued use of our website after any changes constitutes acceptance of the updated Privacy Policy.

## Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

### Heart & Soul of Sun Valley

Email: [info@heartandsoulofsunvalley.com](mailto:info@heartandsoulofsunvalley.com)

Website: [heartandsoulofsunvalley.com](http://heartandsoulofsunvalley.com)

We are committed to addressing any privacy concerns promptly and transparently, in keeping with our values of consciousness and ethical business practices.