

Privacy Policy

Updated: February 3, 2021

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from PeakXpo.com (the “Site”).

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information”.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information”.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

We may send you email marketing and promotions to inform you of new products or promotions. You can opt-in or opt-out of those marketing communications by signing into your store account, click on Edit Account, and either check the box for Accepts Marketing or uncheck it to not receive those communications. Also, in the footers of those emails that you may have already received, you can also Update Subscriptions to choose the email communications you would like to receive or click Unsubscribe, to unsubscribe to all those email communications.

INFORMATION COLLECTION AND USE

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to, your name, email address, postal address and phone number ("Personal Information").

Per the purposes for which we use personal data as listed above, we will engage a third party. If a third party needs access to personal data to carry out its task, we will share the data with them, and ensure that the third party will only use the data based on our instructions. Such a party is a processor on our behalf and we remain responsible for your data. We engage those following processors, based on those that provide a service to us and the analytics and search providers that assist us in the improvement and optimization of our Site.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

CHILDREN'S PRIVACY

We do not knowingly collect information from children under the age of 13 and the site and any associated apps are not targeted to children under the age of 13. We ask parents and guardians to take an active role in their children's online behavior. If PeakXpo learns that a child under the age of 13 has provided personally identifiable information to a Site or App, it will use reasonable efforts to remove such information from its files.

CHANGES TO THIS PRIVACY POLICY

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, please contact us by e-mail at support@peakxpo.com or by mail using the details provided below:

PeakXpo
Re: Privacy Policy
9227 East Lincoln Avenue, Suite 200 #431 Lone Tree, CO 80124