Privacy Policy

Last Updated: October 11, 2026

This Privacy Policy describes how we collect, use, process, and protect your personal information when you visit and interact with our website hosted on the Wix.com platform. We are committed to safeguarding your personal data and respecting your privacy rights.

1. Information We Collect

We collect personal data that you voluntarily provide to us when you interact with our website, request services, make a booking, or purchase products. In addition, certain information is automatically collected when you access our website.

Category of Information	Specific Data Elements Collected	Method of Collection
Personal Contact Identifiers	Full name, email address, phone number, and physical billing/shipping address.	Submitted directly by you via contact forms, checkout pages, or account creation fields.
Financial & Billing Details	Payment card details, billing address, and transaction summary.	Entered by you during checkout; processed securely through third-party payment gateways.
Automated & Technical Data	IP address, browser type, device type, operating system, and website usage statistics.	Collected automatically through essential cookies, logs, and analytics tools on Wix.

2. How We Use Your Information

We process your personal information for the following specific purposes:

- **Fulfilling Orders & Services:** To process transactions, manage bookings, confirm orders, and deliver services or products to your physical address.
- **Customer Communication:** To respond to your inquiries, send transaction confirmation

emails, provide updates, and handle customer service support.
- **Payment Processing:** To complete financial transactions, prevent fraud, and maintain valid financial accounting records.
- **Website Optimization & Security:** To monitor website performance, enhance navigation, detect unauthorized access, and ensure security.
- **Legal Compliance:** To adhere to applicable statutory regulations, tax recordkeeping requirements, and law enforcement requests.

3. Payment Processing via Wix

Our website is hosted on the **Wix.com** platform. Wix provides us with the online platform that allows us to offer services and products to you.

When you make an online payment on our site:

- Your payment data is collected and processed through secure payment gateways integrated into Wix (such as Wix Payments, Stripe, or PayPal).
- We do **not** store or hold complete credit card numbers, CVVs, or sensitive payment details directly on our server databases.
- All direct payment gateways used by Wix adhere to the standards set by PCI-DSS (Payment Card Industry Data Security Standard) as managed by the PCI Security Standards Council. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

4. Sharing & Disclosure of Information

We do not sell, rent, or trade your personal information to third parties. We only share information with third parties under the following limited circumstances:

- **Service Providers:** We share data with reliable third-party service providers who assist us in operating our business, including Wix.com (website hosting and management), payment processors, and delivery/shipping vendors.
- **Legal Obligations:** We may disclose your information if required to do so by law, court order, or governmental authority, or in good faith when necessary to protect our legal rights, property, or safety.
- **Business Transfers:** In the event of a merger, acquisition, re-organization, or sale of assets, customer information may be transferred as a business asset.

5. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to ensure proper website

functioning, keep track of shopping cart items, and analyze site traffic.

Cookies are small data files stored on your device. You can manage or block cookies through your individual browser settings; however, disabling certain essential cookies may impact your ability to use specific features or complete checkouts on our website.

6. Data Storage & Security

Your data is stored through Wix.com's data storage, databases, and general Wix applications. They store your data on secure servers behind a firewall with administrative, physical, and technical safeguards.

While we and Wix utilize industry-standard measures (including SSL encryption) to protect your personal information, no transmission method over the Internet or electronic storage is 100% secure. We strive to protect your data, but cannot guarantee absolute security.

7. Retention of Data

We retain your personal information (such as contact information and order history) only for as long as necessary to fulfill the purposes for which it was collected, comply with accounting and tax obligations, resolve disputes, and enforce our legal agreements.

8. Your Rights & Choices

Depending on your jurisdiction, you may have the following rights regarding your personal data:

- **Access:** Request access to the personal data we hold about you.
- **Correction:** Request that we correct inaccurate or incomplete information.
- **Deletion:** Request that we erase your personal data, subject to statutory retention obligations.
- **Opt-Out:** Unsubscribe from marketing or promotional communications at any time by contacting us directly.

To exercise any of these rights, please contact us using the contact details provided in Section 10.

9. Third-Party Links

Our website may contain links to external websites that are not operated by us. We are not responsible for the privacy practices or content of third-party websites and encourage you to review their respective privacy policies.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how your personal information is handled, please contact us at:

- **Email:** admin@beachbumlbi.com