

Realign Denim Privacy Policy

This website is operated by Realign Denim. Throughout the site, the terms “we”, “us” and “our” refer to Realign Denim. Realign Denim offers this website, including all information, tools and services available from this site to you, the user, conditioned upon your acceptance of all terms, conditions, policies and notices stated here.

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

PERSONAL INFORMATION WE COLLECT

When you visit the Site, Realign Denim automatically collects 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, Realign Denim collects 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. Realign Denim refers to this automatically-collected information as “Device Information.”

Realign Denim collects 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, Realign Denim collects certain information from you, including your name, billing address, shipping address, payment information, email address, and phone number. Realign Denim refers 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?

Realign Denim uses 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 and/or tracking numbers).

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.

Realign Denim uses 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).

SHARING YOUR PERSONAL INFORMATION

Realign Denim shares your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store - www.realigndenim.com - you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>. We also use Google Analytics to help us understand how our customers use the Site - you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>.

Finally, Realign Denim 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.

As described above, Realign Denim uses your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you.

DO NOT TRACK

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

YOUR RIGHTS

If you are a European resident, you have the right to access personal information Realign Denim holds about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

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

CHANGES

Realign Denim 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, or if you would like to make a complaint, please contact us by e-mail at info@realigndenim.com.