**Privacy Policy for Allied Pro Beauty Supply**

**Effective Date:** 2024-11-13

**1. Introduction**

Welcome to Allied Pro Beauty Supply. We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you visit our website or make purchases from us.

**2. Information We Collect**

We may collect various types of information from you when you interact with our website, including:

* **Personal Information:** Such as your name, email address, phone number, billing and shipping address, and payment details when you place an order or create an account.
* **Technical Information:** Including your IP address, browser type, device type, and browsing behavior on our website.
* **Usage Information:** Information about how you interact with our website, such as pages viewed, time spent on pages, and purchase history.

**3. How We Use Your Information**

We use your information to:

* Process and fulfill your orders, including shipping and billing.
* Communicate with you about your orders, products, and customer service inquiries.
* Improve our website, services, and product offerings.
* Personalize your shopping experience and recommend products you may like.
* Send marketing communications, promotions, and special offers (you may opt out of marketing communications at any time).

**4. How We Share Your Information**

We may share your information in the following ways:

* **Service Providers:** We may share your information with third-party service providers who assist us with order fulfillment, payment processing, website hosting, and marketing.
* **Legal Obligations:** We may disclose your information if required by law or to protect our rights, property, or safety.
* **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.

**5. Security of Your Information**

We use industry-standard security measures to protect your personal information. However, no data transmission over the internet is completely secure, and we cannot guarantee absolute security.

**6. Your Choices**

* **Access and Update:** You may access and update your account information at any time by logging into your account.
* **Marketing Communications:** You may opt out of receiving marketing emails from us by following the unsubscribe link in our emails or contacting us directly.

**7. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your browsing experience, analyze website traffic, and personalize content. You can set your browser to refuse cookies; however, this may affect your ability to use certain features of our website.

**8. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any website you visit.

**9. Children's Privacy**

Our website is not intended for individuals under the age of 13, and we do not knowingly collect personal information from children under 13.

**10. Changes to Our Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of significant changes by posting the new policy on our website with an updated effective date.

**11. Contact Us**

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

**Allied Pro Beauty Supply**

Email: info@alliedpro.ca

Phone: +1 437 955 4480

Address: Woodbine & Steeles, Markham ON