

Privacy Policy

Effective Date: September 05, 2024

1. Information We Collect

- Contact details (name, email, phone) provided voluntarily.
- Order, billing, and shipping details.
- Technical data (IP address, browser type, device information).
- Site usage analytics (cookies, browsing data).

2. How We Use Information

We use collected information to:

- Process and fulfill orders.
- Provide customer support.
- Improve website functionality.
- Communicate with you about updates or promotions.
- Comply with legal obligations.

3. Legal Basis for Processing

For users subject to GDPR or similar laws, processing is based on one or more lawful bases: performance of a contract, compliance with legal obligations, legitimate interests, and consent (where required).

4. Data Sharing & Disclosure

We do **not sell or share** personal data for cross-context behavioral advertising. Information may be shared with **trusted third-party service providers** (payment processors, couriers, hosting providers) strictly for operational purposes.

We ensure these service providers are **contractually bound to protect your data**. We may also disclose data to comply with law, enforce our Terms, or protect the rights, property, or safety of Clear Choice Labs and its users.

5. Cookies, Tracking & Analytics

Our website uses cookies and similar technologies.

Non-essential cookies (analytics, performance, advertising, and Google Ads remarketing) are **only activated after you provide explicit opt-in consent** through our site's cookie banner.

You may update or manage your cookie preferences at any time using the link in our footer.

We use third-party analytics and advertising services (e.g., Google Analytics, Google Ads) to understand usage and measure performance. For more details, please refer to our Cookie Policy.

6. Data Retention

We retain personal data only as long as necessary for the purposes for which it was collected, including legal, accounting, or reporting obligations.

7. Security Measures

We implement administrative, technical, and physical safeguards designed to protect personal data. No method of storage or transmission is entirely secure, and we cannot guarantee absolute security.

8. Your Data Privacy Rights (GDPR & CCPA/CPRA)

Depending on your jurisdiction, you may have the right to:

- **Know** what personal data we have collected about you.
- **Delete** personal data.
- **Opt-out** of the *selling or sharing* of your personal information.

To exercise your rights, please submit requests to info@clearchoicelabs.us

9. International Transfers

If you access our site from outside the United States, your data may be transferred to and processed in the United States, where data protection laws may differ.

10. Children's Privacy

Our site is not intended for children under 18, and we do not knowingly collect data from minors.

11. Updates to This Policy

We may update this Privacy Policy periodically. Updates will be posted with a revised effective date.

12. Contact Us

For questions or data requests, please contact us at: info@clearchoicelabs.us