

Pitlane Performance Privacy Policy

Effective Date: 01.10.2024

At Pitlane Performance, we take your privacy seriously. When you shop with us or engage with our content, you can trust that your personal information is in safe hands. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information, as well as your rights regarding that information. We are committed to protecting your data and being fully transparent about how we use it.

Information We Collect

When you interact with our website and services, we may collect the following types of information:

1. Personal Identification Information

- **Contact Information:** Name, email address, phone number, and mailing address.
- **Account Information:** Username and password if you create an account with us.
- **Order Information:** Details related to your purchases, including products ordered and payment information.

2. Payment Information

- **Transaction Data:** Credit card details and other payment-related information necessary for processing your orders. We use secure third-party payment processors to handle this data and do not store your credit card information on our servers.

3. Browsing Data

- **Usage Information:** Information about your interactions with our website, such as your IP address, browser type, pages visited, and the time and date of your visit.
- **Cookies and Tracking Technologies:** Our website uses cookies and similar tracking technologies to enhance your experience. Cookies are small files placed on your device that help us recognize your browser and capture certain information. You can choose to accept or decline cookies through your browser settings.

How We Use Your Information

We use the information we collect for various purposes, including:

- **Order Processing:** To process transactions and fulfill orders you place with us.
- **Customer Service:** To respond to your inquiries, provide customer support, and manage your account.

- **Personalization:** To tailor our content and product offerings to better suit your preferences and enhance your shopping experience.
- **Marketing Communications:** To send you updates, promotions, and exclusive offers via email or other communication channels. You may opt out of these communications at any time.
- **Website Improvement:** To analyze usage data and improve our website, products, and services.

Secure Data Handling

Any information you provide—whether it’s your name, email address, or payment details—is stored securely and used only for the purposes of processing your orders, providing customer service, and improving your experience. We implement a variety of security measures, including encryption and secure server hosting, to maintain the safety of your personal information. Access to your personal information is restricted to authorized personnel only.

No Unnecessary Sharing

We never sell or share your personal information with third parties, except in the following circumstances:

- **Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our website and conducting our business, such as payment processors, shipping companies, and email service providers. These parties are obligated to protect your information and use it solely for the purposes for which it was shared.
- **Legal Compliance:** We may disclose your information if required to do so by law or in response to valid requests by public authorities, including a court or government agency.

Your Choice and Control

By subscribing to our newsletter or following us on social media, you agree to receive updates, promotions, and exclusive offers. You can opt out at any time, no strings attached. Each communication will include instructions for opting out. You can also manage your communication preferences through your account settings on our website.

Accessing and Managing Your Information

You have the right to access, review, update, or delete the personal information we hold about you. If you wish to exercise any of these rights, please contact us using the information provided in the “Contact Us” section below.

Transparency and Data Retention

We strive to maintain transparency about our data practices. We will retain your personal information only for as long as is necessary to fulfill the purposes for which we collected it, or as required by law. Once your information is no longer needed, we will securely delete or anonymize it.

Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your browsing experience and analyze website traffic. We may use cookies to:

- Remember your preferences and settings.
- Analyze how users interact with our website.
- Provide personalized content and advertising.

You can manage your cookie preferences through your browser settings. Please note that disabling cookies may affect your ability to use certain features of our website.

Children's Privacy

Our services are not intended for individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected such information, we will take steps to delete it. If you are a parent or guardian and believe your child has provided us with personal information, please contact us.

Third-Party Links

Our website may contain links to third-party websites that are not operated by us. We have no control over the content and practices of these sites, and we cannot be held responsible for their privacy policies. We encourage you to review the privacy policies of any third-party sites you visit.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically for any updates. Your continued use of our website and services after any modifications to the Privacy Policy will constitute your acknowledgment of the modifications and your consent to abide by and be bound by the modified policy.

Contact Us

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

- **Email:** contact@pitlaneperformances.com