

Privacy Policy

Effective Date: January 1, 2018

Welcome to **GOAT MERCHANT** ("we", "our", or "us"). Your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website [<https://www.goatmerchant.com>] (the "Site"), and use our services.

Please read this policy carefully. By accessing or using the Site, you agree to this Privacy Policy. If you do not agree, please do not use our Site.

1. Information We Collect

We may collect the following types of information:

a. Personal Information

When you make a purchase, create an account, or contact us, we may collect:

- Name
- Email address
- Phone number
- Billing and shipping address
- Payment details (processed via secure third-party services)

b. Non-Personal Information

We may collect non-identifiable information such as:

- Browser type
- IP address
- Device information
- Pages visited and time spent on the site
- Cookies and tracking technologies (see Section 6)

2. How We Use Your Information

We use the information we collect to:

- Process transactions and fulfill orders
- Communicate with you about your account or orders
- Provide customer service and support
- Send promotional emails (with your consent)
- Improve our website and user experience
- Detect and prevent fraud or security issues

3. How We Share Your Information

We do **not** sell or rent your personal information. We may share your information with trusted third parties to:

- Process payments
- Deliver products (e.g., shipping carriers)
- Host and maintain our website
- Comply with legal obligations

4. Your Choices

You may:

- Opt out of marketing emails at any time by clicking “Unsubscribe”
- Disable cookies in your browser settings
- Request access, correction, or deletion of your personal data (see Section 7)

5. Data Security

We implement reasonable security measures to protect your data. However, no method of transmission over the Internet is 100% secure. We encourage you to use strong passwords and keep your account information confidential.

6. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Remember your preferences
- Analyze traffic and usage patterns
- Offer targeted advertising

You can manage cookie preferences through your browser settings.

7. Your Rights (for EU/EEA or California Residents)

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

- Access the personal data we hold about you
- Request correction or deletion
- Object to processing or request restriction
- Lodge a complaint with a data protection authority

To exercise these rights, contact us at **ashley@goatmerchant.com**

8. Third-Party Links

Our site may contain links to third-party websites. We are not responsible for the privacy practices of those sites. Please review their privacy policies separately.

9. Children's Privacy

Our services are not intended for children under 13 (or under 16 in some jurisdictions), and we do not knowingly collect data from minors.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Effective Date."

11. Contact Us

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

GOAT MERCHANT

Email: Ashley@goatmerchant.com

Website: [<https://www.goatmerchant.com>]