

## **Privacy Policy**

At Cold Blooded Kingdom, safeguarding your privacy is of utmost importance to us. This Privacy Policy outlines how we collect, utilize, and share your personal information when you interact with cbkreptiles.shop (referred to as the "Site").

### **Personal Information Collection**

When you visit our Site, we automatically gather certain details about your device, such as your web browser, IP address, time zone, and cookies installed on your device. Additionally, as you navigate through the Site, we collect information about the specific web pages or products you view, as well as the websites or search terms that directed you to our Site. This information, known as "Device Information," helps us enhance your browsing experience.

We use various technologies to collect Device Information, including cookies, log files, and web beacons. Cookies are data files placed on your device, while log files track Site actions and web beacons are electronic files recording your browsing behavior.

When you make a purchase or attempt to do so on our Site, we collect certain information from you, such as your name, billing and shipping addresses, payment details, email address, and phone number. This information, referred to as "Order Information," enables us to process your orders efficiently.

### **Use of Personal Information**

The Order Information we collect is primarily utilized to fulfill orders, process payments, arrange for shipping, and provide order confirmations. Additionally, we use this data to:

- Communicate with you
- Screen orders for potential fraud
- Provide information or advertisements related to our products or services based on your preferences

Device Information aids us in identifying potential risks and fraud, as well as in improving and optimizing our Site's performance. We share your Personal Information with third-party service providers to assist us in fulfilling these purposes.

### **Behavioral Advertising**

We may use your Personal Information to deliver targeted advertisements or marketing communications we believe may interest you. You have the option to opt out of such advertising by contacting us at [info@cbkreptiles.shop](mailto:info@cbkreptiles.shop) or by using the opt-out resources provided by third-party services.

### **Your Rights**

If you are a European resident, you have the right to access, correct, update, or delete your personal information. To exercise these rights or inquire further, please contact us through the

provided contact information. Please note that we process your information to fulfill contracts with you or for legitimate business interests.

### **Data Retention**

We retain your Order Information for record-keeping purposes unless you request its deletion.

### **Links to Other Websites**

Our Site may contain links to other websites. Please be aware that we are not responsible for the privacy practices of such sites. We encourage you to read the privacy policies of any website that collects personally identifiable information.

### **Updates to Privacy Policy**

We may periodically update our privacy policy to reflect changes in our practices or for legal and regulatory reasons.

### **Contact Us**

For further information about our privacy practices or to make a complaint, please contact us via email at [info@cbkreptiles.shop](mailto:info@cbkreptiles.shop).

### **Location**

3314 W Hillsboro Blvd, Deerfield Beach, FL 33442