

37West Privacy Policy

Effective Date: 01-13-2026

Introduction

37West Technologies (“we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website or engage with our products and services. Please read this policy carefully to understand our views and practices regarding your personal data.

By using the Website, you consent and agree to the terms of this Privacy Policy.

IF YOU DO NOT AGREE WITH ANY OF THE TERMS OF THIS PRIVACY POLICY AND OUR TERMS OF USE (INCLUDING ANY MODIFICATIONS THERETO), DO NOT ACCESS OR USE OUR WEBSITE OR PROVIDE PERSONAL INFORMATION TO US. HOWEVER, THIS PRIVACY POLICY AND THE TERMS OF USE WILL APPLY TO ALL OF YOUR INFORMATION AND ACTIONS PRIOR TO EXITING THE WEBSITE.

The Website is a general audience website for adults age 18 or over and is intended for use solely by individuals in the United States. It is not designed or intended for use by persons under the age of 18.

Information We Collect

Personal Information:

When you engage with us, we may collect personally identifiable information (PII), including, but not limited to:

- Name
- Email address
- Mailing address
- Phone number
- Payment information

Non-Personal Information:

We may also collect non-personal information, such as browser type, device type, IP address, and how you use our services.

Cookies and Tracking Technologies:

We may use cookies, web beacons, and similar tracking technologies to enhance user experience, track usage, and manage our services.

How We Use Your Information

We use your information for various purposes, including:

- Providing, managing, and improving our products and services
- Processing transactions and fulfilling requests
- Communicating with you about your account, our services, and promotional offers
- Conducting research and analysis to improve our services
- Enforcing our Terms of Service and complying with legal obligations

Disclosure of Your Information

We may share your information:

- **With Service Providers:** To assist in providing our services, subject to confidentiality agreements
- **For Legal Requirements:** To comply with applicable laws or respond to legal requests from authorities
- **In Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred to the acquiring entity

We do not sell, rent, or share consumer personal information, including phone/mobile numbers, with third parties or affiliates for marketing or promotional purposes.

Data Security

We implement security measures to protect your personal information from unauthorized access, disclosure, or destruction. However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

Retention of Your Information

We will retain your information for as long as needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by law.

Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information, such as the right to access, update, or delete your data. Please contact us to exercise these rights.

SMS / TEXT Messaging

37West may use SMS / TEXT MESSAGING to communicate with you, send order information, provide service-related notifications, and deliver promotional materials where permitted by law. MMS (Multimedia Messaging Service) may be used to send messages, including product-related images, to and from users.

You may opt out of SMS or MMS communications at any time by replying **STOP** to any message. Message frequency will vary by user.

37West does not charge for its SMS or MMS services. However, your wireless service provider may apply message and data rates depending on your plan. Please contact your wireless service provider for details.

No phone/mobile number information will be shared with third parties or affiliates for marketing or promotional purposes.

All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. The "Effective Date" at the top of this Privacy Policy indicates when it was last revised. Any changes will become effective when we post the revised Privacy Policy on our website. Your continued use of the Website or purchase of a product or service following these changes constitutes acceptance of the revised Privacy Policy.

Contact Us

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

Phone: (757) 525-4811

Email: support@37west.com