



Privacy Policy

Effective Date: 10/03/2025

Last Updated: 10/03/2025

Petal & Root (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, www.petal-and-root.com, or make a purchase from us (collectively, the “Site”).

By accessing or using the Site, you agree to the terms of this Privacy Policy. If you do not agree, please discontinue use of the Site.

1. Information We Collect

We collect information that you voluntarily provide to us when you:

- Place an order, create an account, or subscribe to our newsletter.
- Contact us by email, phone, or through forms on the Site.
- Participate in promotions, surveys, or events.

The information we collect may include:

- **Personal Information:** name, email address, phone number, shipping/billing address, and payment details.
- **Order Information:** products purchased, order history, and transaction details.
- **Technical Information:** IP address, browser type, device identifiers, operating system, referral URLs, and browsing activity through cookies and similar technologies.

2. How We Use Your Information

We use your information to:

- Process and fulfill orders.
- Communicate with you regarding your orders, inquiries, and promotions.
- Improve and personalize your shopping experience.



- Maintain the security and integrity of the Site.
 - Comply with legal obligations and enforce our Terms of Service.
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3. Cookies and Tracking Technologies

We use cookies, pixels, and similar technologies to:

- Enable core site functionality (such as shopping cart and checkout).
- Analyze traffic and usage patterns to improve performance.
- Deliver personalized content and marketing.

Third-Party Cookies and Google Customer Reviews

In connection with Google Customer Reviews and other services:

- **Third parties, including Google, may place and read cookies on your browser, or use web beacons or similar technologies to collect information.**
 - **Google may receive information about transactions conducted on our Site, including product and order details, for the purpose of gathering customer feedback and improving the shopping experience.**
 - You can manage or disable cookies through your browser settings. For more information about how Google uses data, visit <https://policies.google.com/technologies/partner-sites>.
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4. Sharing of Information

We do not sell your personal information. We may share your information with:

- **Service Providers** who help us with payment processing, shipping, email communications, analytics, and site operation.
 - **Legal or Regulatory Authorities** when required by law or to protect our rights.
 - **Business Transfers** in connection with a merger, acquisition, or sale of assets.
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5. Your Choices



- **Email Marketing:** You can opt out of promotional emails by clicking “unsubscribe” in any message or contacting us directly.
 - **Cookies:** You can adjust your browser settings to refuse or delete cookies, though some site features may not function properly without them.
 - **Google Ads Preferences:** You can manage Google ad settings and data collection at <https://www.google.com/settings/ads/>.
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6. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information. However, no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

7. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

8. Children’s Privacy

Our Site is not directed to individuals under 13. We do not knowingly collect personal information from children. If we learn that we have collected information from a child under 13, we will delete it promptly.

9. Your Privacy Rights

Depending on where you live, you may have rights to:

- Access, correct, or delete your personal information.
- Request that we restrict or stop processing your information.
- Receive your information in a portable format.



To exercise these rights, contact us at [insert email address].

10. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a revised “Last Updated” date.

11. Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact us:

Petal & Root

Email: contact@petal-and-root.com

Phone: (760) 290-5415