

Thunderbird Arsenal LP Privacy Policy

Introduction At Thunderbird Arsenal LP, we prioritize your privacy and are committed to safeguarding your personal information. This policy details how we collect, use, and protect your data in compliance with Federal and State regulations.

Data Collection We collect various types of information, including:

- **Personal Information:** Name, email address, phone number, and payment details when you make a purchase or sign up for our services.
- **Technical Information:** IP addresses, browser type, and operating system to improve site functionality and security.
- **Behavioral Information:** Purchase history, preferences, and site interaction data to enhance user experience and for internal analytics.

Use of Information We use your data for:

- **Order Processing:** To fulfill purchases and manage transactions.
- **Customer Support:** Addressing inquiries, managing returns, and providing assistance.
- **Marketing:** With your consent, sending promotional materials, newsletters, and offers. You can opt-out anytime.
- **Site Improvements:** Analyzing usage patterns to enhance website functionality and content relevance.
- **Legal Compliance:** Meeting legal obligations, such as financial reporting under GLBA or responding to lawful requests.

Data Sharing We only share your information with:

- **Service Providers:** Payment processors and shipping companies that assist in fulfilling orders.
- **Legal Authorities:** When required by law, such as in response to subpoenas or government investigations.
- **Analytics Partners:** Third-party analytics services to better understand website traffic and user behavior, ensuring these partners adhere to privacy regulations.

Security Measures We employ comprehensive security protocols to protect your data, including:

- **Encryption:** Secure encryption for data transmission and storage.
- **Access Controls:** Restricted access to personal information, limited to authorized personnel only.
- **Secure Checkout:** We ensure a secure checkout environment with industry-standard encryption to protect your payment information during transactions.

- **Regular Audits:** Periodic security audits to ensure compliance with industry standards.
- **Breach Protocol:** In case of a data breach, we will notify affected individuals promptly, following Oklahoma's data breach notification laws.

Cookies and Tracking Our website uses cookies to:

- **Enhance User Experience:** Remember preferences and provide personalized content.
- **Analytics:** Track and analyze site usage to improve our services.
- **Advertising:** Serve targeted ads based on browsing history. You can manage cookie settings via your browser and opt out of targeted advertising.

Consumer Rights You have the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Update or correct inaccuracies in your data.
- **Deletion:** Request deletion of your personal data, subject to legal obligations.
- **Opt-Out:** Withdraw consent for marketing communications or data sharing for advertising.

We will respond to requests within 45 days.

Opt-Out Options If you prefer not to receive marketing communications or wish to opt-out of data sharing for advertising purposes, please contact us directly or use the opt-out mechanisms provided in our communications.

Data Breach Notifications In the unlikely event of a data breach, we will notify affected individuals without unreasonable delay, outlining the nature of the breach, the compromised data, and steps to protect against further harm.

Changes to This Policy We may update this policy to reflect changes in our practices or legal requirements. Any updates will be posted on this page, and significant changes will be communicated directly to affected users.

Contact Us For support questions or concerns about this privacy policy, or to exercise your data rights, please contact us at:

Phone: (405) 365-4143

Website Chat: <https://www.thunderbirdarsenal.com/>

Email: info@tbarsenal.com

Address: 6474 W Rock Creek Rd, Norman, OK 73072