

# Privacy Policy

Effective Date: January 01, 2025

Last Updated: January 01, 2025

## 1. Information We Collect

- Personal Identifiers: Name, email address, phone number, billing/shipping address.
- Payment Information: Credit/debit card or bank account information processed securely through third-party payment processors (we do not store full payment card details).
- Account Information: Login credentials and preferences you provide.
- Usage Data & Analytics: Information about how you use our Services, collected via cookies, Google Analytics, Facebook Pixel, and other tracking technologies.
- Communications: SMS and email correspondence, including marketing opt-ins and notifications.

## 2. How We Use Your Information

- Provide, operate, and improve our Services.
- Process payments and complete transactions.
- Send transactional updates, confirmations, and notifications.
- Send promotional emails, SMS, and marketing communications (with your consent where required).
- Conduct analytics to improve user experience, marketing, and business operations.
- Comply with legal obligations and protect against fraud or misuse.

## 3. Sharing & Disclosure of Information

- Service Providers & Partners: Payment processors, analytics providers, advertising networks (e.g., Google, Meta/Facebook), email/SMS platforms.
- Legal Compliance: If required by law, legal process, or government request.
- Business Transfers: In the event of a merger, acquisition, or sale of assets.

We do not sell your personal information for money. However, under the California Consumer Privacy Act (CCPA/CPRA), certain uses of data for advertising and analytics may be considered a “sale” or “sharing.”

## 4. Cookies & Tracking Technologies

We use cookies, pixels, and similar technologies to:

- Recognize returning users.
- Analyze usage and traffic patterns.
- Deliver targeted advertisements.

You can manage cookie preferences through your browser settings.

## **5. Your Privacy Rights**

### **California Residents (CCPA/CPRA)**

If you are a California resident, you have the right to:

- Request disclosure of the categories and specific pieces of personal information we collect.
- Request deletion of your personal information, subject to legal exceptions.
- Opt-out of the “sale” or “sharing” of your personal information for cross-context behavioral advertising.
- Non-discrimination for exercising privacy rights.

To exercise your rights, you may:

- Email us at [support@3stepwholesale.com](mailto:support@3stepwholesale.com)
- Use our Do Not Sell or Share My Personal Information request form (see Section 12).

### **EU/EEA Residents (GDPR)**

If you are located in the EU/EEA, you may have the right to:

- Access and obtain a copy of your personal data.
- Request correction or deletion.
- Restrict or object to certain processing.
- Data portability.
- Withdraw consent at any time.

## **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 100% secure.

## **7. Data Retention**

We retain your personal information only as long as necessary to provide our Services, comply with our legal obligations, resolve disputes, and enforce agreements.

## **8. SMS & Email Marketing**

By providing your phone number or email address, you consent to receiving transactional and marketing communications from us. You may opt out at any time by clicking “unsubscribe” in an email or replying “STOP” to an SMS. Standard carrier rates may apply.

## **9. Children’s Privacy**

Our Services are not directed to individuals under 18. We do not knowingly collect personal information from children.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. We will post the updated version with the effective date at the top of this page.

## **11. Contact Us**

3 Step Wholesale LLC

2907 S Croddy Way

Santa Ana, CA 92704

Email: [support@3stepwholesale.com](mailto:support@3stepwholesale.com)

## **12. Do Not Sell or Share My Personal Information**

California residents have the right to opt out of the “sale” or “sharing” of their personal information, as defined under the California Consumer Privacy Act (CCPA/CPRA).

To submit a request, please email us at [support@3stepwholesale.com](mailto:support@3stepwholesale.com) with the subject line “Do Not Sell or Share My Personal Information.”

We will process your request in accordance with applicable law. Please note that certain uses of your information (such as processing payments, providing services you request, or complying with law) cannot be restricted.