Outer Borough Lamp Website Privacy Policy

Last updated: November 2, 2026

Thank you for visiting our website. Outer Borough Lamp ("OBL") is committed to respecting your online privacy and protecting any information you share with us. This Privacy Policy explains what information is collected through this website and how it is used. Please read this policy in its entirety before using the site. By using the site, you accept the practices described in this policy.

We may update this policy in the future. Any changes will be posted on this page and will apply only to activities and information going forward, not retroactively. We encourage you to review this page each time you visit our site.

Notice to Website Viewers

This website is provided for informational purposes. Product images, colors, and finishes shown on the Site are representative, and handcrafted materials such as cast concrete and natural wood will vary. Prices, options, and specifications are subject to change without notice.

Scope of This Policy

This Privacy Policy applies only to the website outerboroughlamp.com (the "Site"). It does not apply to the third-party e-commerce platform used to complete orders or to other third-party websites linked from the Site, which are governed by their own privacy policies.

Collected Information

We do not collect personal information through forms on this Site. When you choose "Build + Order," your order is completed through a third-party e-commerce platform, which collects your contact, shipping, and payment information and handles it under its own privacy policy.

If you email us, including for trade, custom order, or warranty inquiries, we collect the information you include in your message and use it only to respond to you.

Log Files & Technical Data

Like many websites, outerboroughlamp.com uses log files and automated analytics tools. The information collected may include:

- IP address
- Browser type and version
- Device type (desktop, mobile, or tablet)
- General location (city or region)
- Pages visited and time spent on each page
- Referring and exit pages
- Clicks, including on the "Build + Order" buttons and product options
- Date and time of visit

This information is used to analyze trends, administer the Site, understand how visitors use the Site, and measure the performance of our online advertising.

Google Analytics, Google Ads & Google Tag Manager

This Site uses Google Tag Manager, Google Analytics and Google Ads, which are services provided by Google LLC. These tools use cookies and similar technologies to collect the technical information described above, including identifiers that allow Google to recognize returning visitors.

We use this information to understand how visitors use the Site, improve it, and measure the performance of our advertising on Google. Google may use the information it collects in accordance with its own Privacy Policy. You can learn more in How Google uses information from sites or apps that use its services.

You can opt out of or limit this data collection by:

- Managing your ad preferences through Google's ad settings
- Installing the Google Analytics Opt-out Browser Add-on
- Adjusting your browser's cookie settings, as described below

Cookies & Tracking Technologies

Our Site uses cookies and similar tracking technologies, including those set by Google's tools. Cookies may be used to enable basic site functionality, remember visitor preferences, collect usage data, and measure advertising performance.

You can control or disable cookies at any time through your browser settings. Please note that disabling cookies may affect certain features of the Site, such as the product builder. For more information on managing cookies, visit your browser's help documentation.

Shared Information

We may use other businesses to perform services for us, such as hosting and maintaining our Site, managing email, and shipping orders. We provide information to those businesses only when necessary for them to perform their duties. We may also share information with government agencies or others when required or permitted by law.

This website is managed by an outside website management company on behalf of OBL. That company may access website analytics only as needed to maintain the Site, and is not permitted to use your information for its own purposes.

We will not sell or share your personal information with unaffiliated third parties for their own marketing purposes.

Third-Party Services & Linked Sites

Our Site is hosted by Webflow and links to a third-party e-commerce platform for ordering and payment, to Instagram, and to Google Drive for downloadable CAD and 3D model files. No information is shared with these companies unless you click through to their sites.

Third-party sites may send their own cookies, collect data, or request personal information. We are not responsible for the privacy practices of other websites and cannot guarantee the security of information collected on those sites. We encourage you to read the privacy policy of any external site before using it.

Data Security

We take reasonable measures to protect information collected through our Site. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

If a data breach affects your personal information, we will notify affected individuals and the appropriate authorities as required by law.

Data Retention

We keep information you share with us only as long as needed to fulfill your order, provide warranty support, and meet our business and legal obligations. Aggregated analytics data that cannot identify you may be kept longer.

Contact Us

We reserve the right to make changes to this Privacy Policy. Any updates will be posted on this page with a revised "Last updated" date. If you have any questions or concerns about this Privacy Policy, or would like to update or delete information you have shared with us, please contact us at:

Outer Borough Lamp Brooklyn, New York Email: info@outerboroughlamp.com