

Armed Advantage Privacy Policy

Effective Date: 1 May 2024

1. Introduction

Armed Advantage ("Company," "we," "our," or "us") is committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our website, use our services, purchase products, enroll in training programs, or otherwise interact with us.

By accessing or using our services, you agree to the practices described in this Privacy Policy.

2. Information We Collect

Personal Information

We may collect:

- Full name
- Email address
- Phone number
- Mailing address
- Billing and shipping information
- Date of birth (where required)
- Government-issued identification information (where legally required)
- Training certifications and credentials
- Account login information

Transaction Information

We may collect:

- Purchase history
- Payment information processed through secure third-party payment processors
- Membership information
- Event and training registrations

Technical Information

We may automatically collect:

- IP address
- Browser type

- Device information
- Operating system
- Website usage data
- Cookies and tracking technologies

3. How We Use Information

We use information to:

- Provide products and services
- Process transactions
- Verify eligibility and legal compliance
- Manage memberships and training programs
- Respond to inquiries
- Send service-related communications
- Improve website performance and user experience
- Detect fraud and security threats
- Comply with legal obligations

4. Marketing Communications

With your consent, we may send:

- Newsletters
- Promotions
- Product updates
- Event announcements

You may unsubscribe at any time using the link in our communications or by contacting us directly.

5. Information Sharing

We do not sell personal information.

We may share information with:

- Payment processors
- Shipping providers
- Technology service providers
- Training partners
- Legal and regulatory authorities when required by law
- Professional advisors and insurers

6. Data Sharing

- Customer data is not shared with 3rd parties for promotional or marketing purposes.
- Mobile opt-in and consent are never shared with anyone for any purpose. Any information sharing that may be mentioned elsewhere in this policy excludes mobile opt-in data.

Armed Advantage Messaging Terms and Conditions

1. The messaging program consists of general conversational messaging to answer questions and provide support to customers.
2. You can cancel the SMS service at any time. Just text 'STOP' to the phone number from which you received messages. After you send the SMS message 'STOP' to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again.
3. If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get help directly at armedadvantage@gmail.com.
4. Carriers are not liable for delayed or undelivered messages.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. Message frequency will vary based on communication needs. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. If you have any questions regarding privacy, please read our privacy policy contained in the rest of this document/page.

7. Legal Compliance

We may collect, retain, and disclose information necessary to comply with applicable federal, state, and local laws and regulations.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

However, no method of transmission over the internet can be guaranteed to be completely secure.

9. Data Retention

We retain information for as long as necessary to:

- Provide services
- Maintain business records
- Comply with legal obligations
- Resolve disputes
- Enforce agreements

10. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to:

- Maintain website functionality
- Analyze traffic
- Improve user experience
- Support marketing efforts

Users may manage cookie preferences through their browser settings.

11. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for their privacy practices or content.

12. Children's Privacy

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from minors.

13. Your Rights

Subject to applicable law, you may have rights to:

- Access your information
- Correct inaccurate information
- Request deletion of information
- Object to certain processing activities
- Withdraw consent where applicable

Requests may be submitted using the contact information below.

14. Changes to This Policy

We may update this Privacy Policy periodically. Updated versions will be posted on our website with a revised effective date.

15. Contact Information

Armed Advantage

Email: armedadvantage@gmail.com

Phone: 907.600.8830