

Privacy Policy

Effective Date: June 12, 2025

Welcome to **Ashes Boutique** (<https://www.ashes-boutique.com>)! Your privacy is sacred to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or engage with our services. We value transparency and are committed to protecting your data in accordance with California law (CCPA/CPRA), U.S. Federal law, and good energy all around.

1. Information We Collect

We may collect the following categories of personal information:

a. Information You Provide:

- Full Name
- Email Address
- Shipping & Billing Address
- Phone Number
- Payment Information (processed securely via third-party gateways like Shopify Payments, PayPal, etc.)
- Custom Order Details or Preferences

b. Information Collected Automatically:

- IP Address
- Browser Type and Version
- Device Data
- Usage and Interaction Data via Cookies or Analytics Tools (such as Google Analytics)

c. Sensitive Personal Information:

We do **not** collect sensitive personal data (e.g., race, religion, health data) unless explicitly provided for a service and with your consent.

2. How We Use Your Information

We may use your information for:

- Fulfilling orders and providing customer support
- Personalizing your shopping experience
- Sending order confirmations, shipping updates, and promotions
- Improving website performance and offerings
- Ensuring compliance with legal obligations

We believe in energetic alignment. We only use your data for purposes that support your experience with us.

3. Sharing Your Information

We **never sell** your personal information.

We may share your data with:

- **Service Providers:** Platforms like Shopify, email marketing providers, shipping partners, and payment processors
- **Legal Compliance:** Authorities if legally required (e.g., fraud, court order)
- **Business Transfers:** In case of a merger, acquisition, or sale of assets

All third-party partners are required to maintain confidentiality and follow privacy regulations.

4. Your Rights (Especially California Residents)

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

- **Know** what personal data we collect and how we use it
- **Request access** to your data
- **Delete** your data (with certain legal exceptions)
- **Opt-out** of data sale (we do not sell data, but this is your right)
- **Correct inaccurate personal information**

To exercise any of these rights, please email us at: **ashes.boutique559@gmail.com**

You can also reach us at: **559-202-9833**

Or mail your request to:

Ashes Boutique

2364 Forest Ct.

Porterville, CA 93257

5. Cookies and Tracking

We use cookies and similar tracking technologies to:

- Remember your preferences
- Understand user behavior
- Improve site functionality

You may disable cookies in your browser settings, though this may affect your user experience.

6. Marketing & Email Communications

We only send emails if you've opted in (through purchases, signups, etc.).

You may unsubscribe at any time by clicking the "unsubscribe" link in our emails or by contacting us directly at [**ashes.boutique559@gmail.com**](mailto:ashes.boutique559@gmail.com).

7. Children's Privacy (COPPA)

Our website is **not intended for children under 13**, and we do not knowingly collect personal information from minors. If we become aware of such data, it will be promptly deleted.

8. Data Security

We take the security of your information seriously and implement industry-standard safeguards including:

- SSL encryption
- Secure payment gateways
- Access control to sensitive systems

However, no method is 100% secure, and we encourage you to use strong passwords and practice caution online.

9. Retention of Data

We retain your personal data only as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements.

10. Third-Party Links

Our website may contain links to other sites (e.g., Instagram, PayPal). We are not responsible for the privacy practices or content of those sites. Please review their policies separately.

11. Updates to This Policy


We may update this policy to reflect changes in our practices or legal obligations. When we do, we'll update the "Effective Date" at the top of the page. Your continued use of our site means you accept the updated policy.


12. Contact Us

If you have any questions about this Privacy Policy or your personal data, please reach out:

Ashes Boutique

 Website: <https://www.ashes-boutique.com>

 Email: ashes.boutique559@gmail.com

 Phone: 559-202-9833

 Address: 2364 Forest Ct., Porterville, CA 93257