

B. COATURE: Mobile & SMS Privacy Policy

Effective Date: February 24, 2025

At **B. COATURE** - The ORIGINAL Jacket Company, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your data when you interact with us through email and SMS communications.

1. Information We Collect

We may collect the following information when you sign up for our email or SMS services:

- Your email address
- Your phone number
- Your name (if provided)
- Preferences or responses you share with us (e.g., opting into promotions)

2. How We Collect It

We will collect this information when you:

- Subscribe to our newsletter or SMS updates
- Place an order with us
- Voluntarily provide it through our website, forms, or direct communication

3. How We Use Your Information

We use your email and phone number to:

- Send you promotional offers, discounts, and updates.
- Notify you about order confirmations, shipping, or customer service matters
- Improve our services by understanding your preferences

You can opt out of marketing communications at any time (see Section 6).

4. Who We Share It With

We don't sell or rent your personal information. We may share it with:

- Trusted service providers who help us send emails or SMS (e.g., email platforms or SMS gateways)
- Legal authorities, if required by law

These partners are bound to protect your data and only use it for the purposes we specify.

5. How We Protect Your Information

We take reasonable steps to keep your data safe, including encryption and secure storage. However, no online system is 100% secure, and we cannot guarantee absolute protection.

6. Your Choices

- **Unsubscribe:** To stop receiving marketing emails, click the “**unsubscribe**” link in any email. For SMS, reply “**STOP**” to any message.
- **Access or Update:** Contact us at support@bcoature.com to review or update your information.
- **Delete:** Request removal of your data by reaching out to us, though we may retain some details for legal or order-related reasons.

7. Consent for SMS

By providing your phone number and opting into SMS, you agree to receive text messages from **B. COATURE**. Message frequency varies. Standard message and data rates may apply. Reply “**HELP**” for assistance or “**STOP**” to opt out.

8. Changes to This Policy

We may update this Privacy Policy as needed. If there are significant changes, we’ll notify you via email or SMS. The latest version will always be posted on our website.

9. Contact Us

Questions? Reach out to us at:

Email: support@bcoature.com

Phone: (213) 747-0277

Address: 665 Monterey Pass Road, Monterey Park, CA 91754

Thank you for trusting **B. COATURE** - The ORIGINAL Jacket Company!