

Privacy Policy

Last Updated: July 31, 2025

Mythology Publishing LLC (“we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website (www.mythologypublishing.com), purchase products, or contact us.

By using our site, you agree to the terms of this policy.

1. Information We Collect

We may collect the following types of information:

a. Information You Provide Directly

- Name and email address (e.g., when subscribing to our newsletter or contacting us)
- Shipping or billing details (if you purchase products directly from us)

b. Information Collected Automatically

- IP address
- Browser type and version
- Pages visited and time spent on site
- Referring website
- Cookies and similar technologies

We use tools such as Google Analytics to collect usage data in a way that does not directly identify you.

2. How We Use Your Information

We use your information to:

- Respond to inquiries and provide customer support
- Send marketing communications (if you opt in)
- Improve website performance and user experience
- Comply with legal obligations

We do **not sell or rent** your personal data.

3. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to improve your experience on our website, analyze traffic, and support core site functionality. This section explains what cookies are, how we use them, and how you can manage your preferences.

What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, smartphone) when you visit a website. They help websites recognize your device, remember user preferences, and understand how visitors interact with content.

Types of Cookies We Use

We use the following categories of cookies on our website:

- **Strictly Necessary Cookies**
These are essential for the website to function properly (e.g., page navigation, access to secure areas). These cookies cannot be disabled.
- **Analytics Cookies**
These cookies collect information about how visitors use the site, such as which pages are visited most often. We use tools such as Google Analytics for this purpose. These cookies help us improve the functionality and content of our website.
- **Functionality Cookies**
These cookies remember choices you make (like language preferences) to provide a more personalized experience.
- **Marketing and Third-Party Cookies**
These cookies may be set through embedded content (e.g., YouTube videos, social media widgets) or by services like Facebook Pixel. They may track browsing activity across websites and help deliver relevant ads or content.

Third-Party Cookies

We may use third-party services that place cookies on your device. These services include but may not be limited to:

- **Google Analytics**
For traffic monitoring and site usage trends. Read Google's privacy policy here: <https://policies.google.com/privacy>
- **YouTube (Google LLC)**
For embedded videos. May set cookies to track usage and personalize content. Read YouTube terms here: <https://www.youtube.com/t/terms>

- **Other Social or Marketing Tools (if used)**

May include Facebook, Instagram, BookShop, or other affiliate programs.

We **do not control** these third-party cookies. You should refer to their privacy and cookie policies for more information.

How to Manage or Withdraw Cookie Consent

When you first visit our site, you may be presented with a cookie banner asking for your consent to use non-essential cookies. You may:

- Accept All cookies
- Reject All non-essential cookies
- Customize Preferences to choose which categories you allow

You may also change your cookie settings at any time by revisiting the banner or clearing your cookies.

In addition, you can control cookie behavior directly from your browser:

- Chrome: Manage cookies
- Firefox: Manage cookies
- Safari: Manage cookies
- Edge: Manage cookies

Retention of Cookie Data

Cookie retention varies by type:

- Session cookies are deleted when you close your browser.
- Persistent cookies remain on your device for a set period (e.g., 30 days to 2 years), unless deleted manually.

4. Legal Basis for Processing (GDPR Compliance)

We process your personal data under the following lawful bases:

- Your **consent**
- **Contractual necessity** (e.g., processing orders)
- **Legal obligations**
- Our **legitimate interest** (e.g., improving our site)

5. Your Rights

Depending on your location, you may have the following rights:

a. General (Applies to Most Jurisdictions)

- Right to access the personal data we hold
- Right to correct or update your data
- Right to request deletion of your data

b. European Union / United Kingdom (GDPR)

- Right to data portability
- Right to restrict or object to processing
- Right to withdraw consent at any time
- Right to lodge a complaint with a data protection authority

c. California (CCPA/CPRA)

- Right to know what personal data is collected and why
- Right to request deletion
- Right to opt-out of the sale or sharing of personal information (we do not sell your data)
- Right to non-discrimination for exercising these rights

To exercise any of these rights, email us at info@mythologypublishing.com.

6. Data Retention

We keep your data only as long as necessary for the purposes described in this policy, unless a longer retention period is required by law.

7. Data Security

We use industry-standard measures to protect your data from loss, theft, and unauthorized access. However, no method of transmission over the internet is completely secure.

8. Sharing Your Information

We may share data with trusted service providers who help operate our website, deliver email communications, or process transactions. These providers are contractually bound to protect your information and use it only for the services they perform on our behalf.

We may also share information when required to comply with law or legal requests.

9. International Data Transfers

If you are located outside the United States, your data may be transferred to and processed in the U.S. By using our site, you consent to this transfer.

We use appropriate safeguards (such as Standard Contractual Clauses) to protect international data transfers when required by law.

10. Children's Privacy

We do not knowingly collect personal information from children under the age of 13 (or under 16 in the EU). If you believe we have collected data from a child, please contact us immediately.

11. Changes to This Privacy Policy

We may update this policy occasionally. If we make significant changes, we will update the “Last Updated” date above and may notify you by email or a notice on the website.

12. Contact Us

If you have questions or requests regarding this Privacy Policy, please contact us at:

Mythology Publishing LLC

Email: info@mythologypublishing.com

Website: www.mythologypublishing.com

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