

# Legend Rings Privacy Policy

Last Updated: 18 Feb 2025



Legend Rings is committed to protecting the privacy and security of our customers and website visitors. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information when you visit our website (legendrings.com), interact with us, or use our services.

## 1. Information We Collect

We collect the following types of personal information:

### a) Information You Provide to Us

- Name, email address, phone number, mailing address
- Payment information (processed securely by third-party payment processors)
- Order details and purchase history
- Any other information you voluntarily provide

### b) Information Collected Automatically

- IP address, browser type, operating system
- Website usage data (e.g., pages visited, time spent on site, interactions)
- Cookies and similar tracking technologies (see "Cookies and Tracking Technologies" section below)

## 2. How We Use Your Information

We use the information collected to:

- Process and fulfill orders
- Communicate with you about your orders, updates, promotions, and offers (with your consent)
- Improve our website and services
- Prevent fraudulent transactions and enhance security
- Comply with legal obligations

## 3. SMS Communication Policy

Legend Rings collects phone numbers for SMS communication with customer consent. Phone numbers collected for SMS consent will not be shared with any third party or affiliate company for marketing purposes.

### a) Types of SMS Communications

If you have opted in to receive text messages, you may receive SMS messages related to:

- Order confirmations and shipping updates
- Promotions and special offers
- Customer service responses
- Event notifications

### b) Message Frequency

Message frequency may vary based on your interactions with us, but we strive to limit messages to a reasonable and relevant number.

### c) Potential Fees for SMS Messaging

Standard message and data rates may apply. Charges depend on your mobile carrier's pricing plan and whether messages are domestic or international.

### d) Opt-In Methods

You may opt-in to receive SMS messages from Legend Rings through:

- Online sign-up forms
- Checking the SMS consent box during checkout
- Verbal consent during customer service interactions

#### **e) Opt-Out Methods**

You can opt out of receiving SMS messages at any time by:

- Replying "STOP" to any SMS message received
- Contacting us directly at [info@legendrings.com](mailto:info@legendrings.com) or 1 (800) 565-9925.

#### **f) Help and Support**

If you need assistance, reply "HELP" to any SMS message or contact us at [info@legendrings.com](mailto:info@legendrings.com).

#### **g) Standard Messaging Disclosures**

- Message and data rates may apply.
- You can opt out at any time by texting "STOP."
- For assistance, text "HELP" or visit our Privacy Policy including Terms and Conditions at <https://legendrings.com/privacy-policy>.

### **4. Sharing and Disclosure of Information**

We do not sell, rent, or share your personal information with third parties for marketing purposes. We may share information with:

- Service providers who assist in website operations, order processing, and payment processing
- Legal authorities when required to comply with legal obligations or protect our rights

### **5. Data Security**

We implement industry-standard security measures to protect your personal information. However, no data transmission over the internet can be guaranteed to be 100% secure.

### **6. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your experience. You can manage your cookie preferences through your browser settings.

#### **a) Embedded Content from Other Sites**

- Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.
- These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

### **7. Your Rights and Choices**

- You can update or request access to your personal information.
- You can opt out of marketing communications by following the instructions in the emails or SMS messages you receive.

### **8. Children's Privacy**

Our services are not intended for children under 13. We do not knowingly collect personal information from minors.

### **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

### **10. Contact Us**

If you have any questions about this Privacy Policy, please email, TJ Fairall, at [tjf@legendrings.com](mailto:tjf@legendrings.com), or contact us at our head office via the info below:

#### **Legend Rings**

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