

Privacy Policy

Effective Date: 7.2.2025

We are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information across all of our websites, social media platforms (including but not limited to TikTok, Instagram, Facebook, LinkedIn, YouTube), digital forms, and any other online interactions.

By using our services, you agree to the terms of this Privacy Policy.

- Information We Collect

We may collect the following categories of personal information:

Contact Information: Name, email address, phone number, mailing/shipping address

Professional Information: Company name, job title (if applicable)

Technical Information: IP address, browser type, device type, operating system, referral URLs

Form Submissions or Messages you voluntarily provide

Marketing Preferences

Cookies and Tracking Data through tools such as Google Analytics, TikTok Pixel, or Meta Pixel (where applicable)

- How We Collect Your Information

We may collect information:

Directly from you when you fill out a form, send a message, request a sample, or contact us

Indirectly, through cookies, analytics, and tracking tools on our websites

Through interactions on social platforms (e.g., messages, ad form submissions)

- Use of Information

We may use your personal data for the following purposes:

To respond to your inquiries or requests

To deliver requested samples, services, or content

To provide customer service or business follow-up

To send product updates, promotional emails, or event information (with opt-out option)

To improve our services, marketing, and website functionality

To comply with applicable legal obligations

We do not sell your personal data.

- . Sharing of Information

We may share your data with:

Service providers who assist in operations (e.g., logistics, CRM, IT support)
under strict confidentiality

Government or regulatory authorities, as required by law

We do not sell or share your information with third parties for marketing resale
purposes

- . Data Security

We implement appropriate administrative, technical, and physical safeguards
to protect your personal data from loss, misuse, unauthorized access, or
disclosure. Access is limited to authorized personnel only.

- . Data Retention

We retain personal information only as long as necessary to fulfill the purposes
outlined in this policy, unless a longer retention period is required by law.

Generally, we do not retain personal data for more than 24 months after last
interaction.

- . Your Privacy Rights (California Residents)

If you are a California resident, you have rights under the California Consumer
Privacy Act (CCPA) and California Privacy Rights Act (CPRA):

Right to Know: You may request a copy of the personal information we have
collected about you.

Right to Delete: You may request deletion of your data, subject to legal
exceptions.

Right to Opt-Out: You have the right to opt-out of the sale of your personal data
(we do not sell data).

Right to Non-Discrimination: You will not receive discriminatory treatment for
exercising your rights.

Right to Correct: You may request correction of inaccurate personal data.

Authorized Agent Requests: You may authorize someone else to submit a
privacy request on your behalf.

To exercise any of these rights, please contact us using the information in
Section 11.

- . Cookies & Tracking Technologies

We may use cookies, pixels, and other technologies to:

Analyze website traffic and performance

Provide personalized experiences

Track advertising effectiveness

You can manage or disable cookies through your browser settings. You may also opt out of interest-based advertising via your device or industry opt-out tools.

- . Do Not Track

Some browsers offer a "Do Not Track" (DNT) feature. Our websites currently do not respond to DNT signals.

- . Children's Privacy

We do not knowingly collect personal information from children under 13 years of age. If we become aware of such collection, we will delete the information immediately.

- . International Use Disclaimer

Our services are intended for use by residents of the United States. If you are accessing our site from outside the U.S., please be aware that your information may be processed in the United States where privacy laws may differ.

- . Changes to This Privacy Policy

We may update this Privacy Policy periodically. When changes are made, the "Effective Date" at the top of the policy will be updated. Your continued use of our services constitutes acceptance of the updated policy.

- . Contact Us

If you have any questions, requests, or concerns regarding this Privacy Policy or your personal information, please contact us at:

Email: info@americanbp.com

Phone: 949-418-8588

Website: www.americanbp.com