



SOLEFFECT PRIVACY POLICY

Effective Date: 5/01/2025

At Soleffect we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you interact with us, including through our website (www.soleffectshades.com), in-person at our showroom, or through other business interactions. This policy applies to customers, website visitors, and other individuals whose personal information we may process in the course of operating our roller shade manufacturing business in California.

By engaging with our services or visiting our website, you agree to the terms of this Privacy Policy. If you have any questions, please contact us at info@soleffectshades.com

Information We Collect

We may collect the following types of information from or about you:

Personal Information

"Personal Information" refers to information that identifies, relates to, describes, or can be associated with you, including:

- **Contact Information:** Name, email address, phone number, mailing address, or billing address provided when you place an order, request a quote, or contact us.
- **Transaction Information:** Details about your purchases, such as product selections, order history, payment method (e.g., credit card number), and delivery preferences.
- **Customer Service Information:** Records of your communications with us, including emails, phone calls, or in-person interactions.
- **Marketing Preferences:** Information about your subscription to newsletters, promotional offers, or participation in surveys or contests.

Non-Personal Information

We may collect information that does not directly identify you, such as:

- **Website Usage Data:** IP address, browser type, device information, pages visited, and time spent on our website, collected via cookies or similar technologies.
- **General Business Data:** Aggregated data about customer preferences or product trends.

Information from Third Parties

We may receive information about you from third parties, such as:

- **Business partners** (e.g., interior designers or contractors referring you to us).
- **Payment processors** or shipping companies involved in fulfilling your order.
- **Analytics providers** that help us understand website usage.



How We Collect Information

We collect information in the following ways:

- **Directly from You:** When you submit an order, fill out a contact form, sign up for our newsletter, or communicate with us by phone, email, or in person.
- **Automatically:** Through cookies, web beacons, or similar technologies when you visit our website. You can manage cookie preferences through your browser settings.
- **From Third Parties:** As described above, from business partners or service providers acting on our behalf.

How We Use Your Information

We use your information to operate our business and provide you with high-quality roller shades and services. Specifically, we may use your information to:

- Process and fulfill your orders, including manufacturing and delivery of roller shades.
- Communicate with you about your order, respond to inquiries, or provide customer support.
- Send you marketing communications, such as promotions, product updates, or event invitations (you may opt out at any time).
- Improve our products, services, and website by analyzing customer preferences and website usage.
- Comply with legal obligations, such as tax reporting or responding to lawful requests from authorities.
- Prevent fraud or unauthorized transactions.

How We Share Your Information

We do not sell your personal information. No personal information, mobile number or messaging consent information will be shared with third parties or affiliates for marketing or promotional purposes. However, we may share your information in the following circumstances:

- **Service Providers:** With trusted third parties who assist us in operating our business, such as payment processors, shipping companies, or IT providers. These providers are contractually obligated to protect your information.
- **Business Partners:** With partners like interior designers or contractors, but only with your consent or as necessary to fulfill your order.
- **Legal Compliance:** If required by law, such as in response to a subpoena, court order, or other legal process.
- **Business Transfers:** In connection with a merger, acquisition, or sale of our business, your information may be transferred as part of the transaction, subject to confidentiality protections.

Your Privacy Rights (California Residents)

Under the California Consumer Privacy Act (CCPA) and other applicable laws, California residents have specific rights regarding their personal information:

- **Right to Know:** You may request details about the personal information we collect, use, disclose, or sell (if applicable).



- **Right to Delete:** You may request that we delete your personal information, subject to certain exceptions (e.g., we may retain information needed to complete a transaction or comply with legal obligations).
- **Right to Opt-Out:** You may opt out of the sale of your personal information. Note that we do not sell personal information, so this right may not apply.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

To exercise these rights, please contact us at:

- Email: info@soleffectshades.com
- Phone: (323) 275-9945
- Mail: 10125 Freeman Avenue, Santa Fe Springs, CA 90670

We will verify your identity before processing your request, which may require you to provide additional information (e.g., order number or email address). You may also authorize an agent to submit a request on your behalf, provided they submit proof of authorization.

How We Protect Your Information

We implement reasonable physical, technical, and administrative safeguards to protect your personal information from unauthorized access, use, or disclosure. For example:

- We use secure encryption for online transactions.
- We limit access to your information to authorized employees and service providers.
- We maintain updated security software to protect our systems.

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance your experience, analyze usage, and deliver personalized content. Cookies are small data files stored on your device. You can control cookies through your browser settings or by opting out of non-essential cookies.

Types of cookies we use:

- **Essential Cookies:** Necessary for the website to function properly.
- **Analytics Cookies:** Help us understand how visitors use our website.
- **Marketing Cookies:** Used to deliver relevant advertisements (if applicable).

Children's Privacy

Our services are not directed to individuals under the age of 16. We do not knowingly collect personal information from children. If we learn that we have collected personal information from a child under 16, we will take steps to delete it.



Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law (e.g., for tax or accounting purposes). For example:

- Order information may be retained for 10 years to comply with warranty or tax obligations.
- Marketing preferences may be retained until you opt out.
- Website usage data may be retained for 12 months for analytics purposes.

International Transfers

If you are located outside the United States, please note that your information may be processed in the U.S., where privacy laws may differ. By providing your information, you consent to this transfer.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of material changes by posting the updated policy on our website with a new effective date or by other means, such as email. Please review this policy periodically.

Contact Us

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

Soleffect
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