Privacy Policy

Effective Date: June 1, 2026

This Privacy Policy explains how our website collects, uses, discloses, and protects your personal information when you purchase welding equipment, machinery, and related safety gear from us.

---

1. Information We Collect

We collect information to provide better services and process your commercial transactions.

- Identifiable Information: Name, shipping address, billing address, email, and phone number.
- Payment Details: Credit card numbers and billing accounts processed securely through third-party gateways.
- Commercial Information: History of products purchased, viewed, or considered on our sales platform.
- Technical Data: IP addresses, browser types, cookie identifiers, and site interaction data.

---

2. How We Use Your Information

We use your data strictly to fulfill order requests and maintain your account.

- Order Fulfillment: Processing payments, managing shipments, and delivering your welding equipment.
- Customer Support: Responding to product inquiries, technical questions, and warranty claims.
- Communications: Sending order updates, tracking numbers, and transactional notifications.
- Marketing Opt-Ins: Sending promotional offers or updates about new welding inventory if requested.

---

3. Information Sharing and Disclosure

We do not sell your personal data to third parties.

- Service Providers: Shared with shipping carriers and payment processors to complete your order.
- Legal Compliance: Disclosed only if required by law, subpoena, or to protect store safety.
- Business Transfers: Transferred only if the company merges with or is acquired by another company.

4. Data Security

We implement strict industry-standard security measures to safeguard your transactional information.

- **Encryption:** Secure Sockets Layer (SSL) technology encrypts sensitive credit card data during transmission.
- **Storage Protection:** Digital access filters limit data viewing to authorized personnel only.

5. Your Rights and Choices

You retain full control over how your personal details are utilized.

- **Access & Correction:** Request a copy of your data or update inaccurate account files anytime.
- **Data Deletion:** Request complete removal of your personal profile from our active sales databases.
- **Opt-Out:** Unsubscribe from promotional emails via the link provided at the bottom of marketing messages.

6. Cookies and Tracking

Our website uses cookies to improve your browsing experience and keep items in your shopping cart.

- **Functional Cookies:** Necessary for basic website operations and checkout features.
- **Analytical Cookies:** Help us evaluate traffic patterns to optimize product layouts.
- **Management:** You can disable cookies through your individual browser settings at any time.

7. Policy Updates

We may update this policy periodically to reflect changes in legal requirements or storefront operations.

- **Notification:** Material changes will be communicated via site banners or direct email alerts.
- **Review:** We encourage checking this page regularly to stay informed on data updates.

8. Contact Information

For questions regarding this policy or your personal data, contact our customer service team.

- **Email:** customerservice@everlastwelders.com
- **Phone:** 1-877-755-9353 (WELD) ext. 210
- **Address:** 380 Swift Ave. Unit 12, South San Francisco, CA 94080
- **Operating Hours:** 9 am to 5pm Pacific Time