Privacy Policy for Primal Meat Co.

Effective Date: 2023

Primal Meat Co. ("we," "our," or "us") is committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, and protect your personal information when you interact with our website, purchase products, or engage with our services. This policy also outlines your rights under California law, including the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA).

# 1. Information We Collect

We collect information from you when you visit our website, place an order, subscribe to our newsletter, or otherwise interact with us. The types of information we may collect include:  
   
 - Personal Identification Information: Name, email address, mailing address, phone number, and payment details.  
 - Non-personal Identification Information: Browser type, device information, and browsing data collected through cookies or other tracking technologies.

# 2. How We Use Your Information

We may use the information we collect for the following purposes:  
   
 - To process transactions and fulfill orders.  
 - To communicate with you about your orders, inquiries, or feedback.  
 - To send marketing communications, including promotions, new products, or updates (you can opt-out at any time).  
 - To improve our website and services by analyzing customer interactions and preferences.

# 3. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information with trusted third parties for the following purposes:  
   
 - Service Providers: We may share information with service providers who help us operate our website, process payments, or deliver products.  
 - Legal Compliance: We may disclose your information to comply with legal obligations, prevent fraud, or protect our rights.

# 4. California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA)

Under the CCPA and CPRA, California residents have the right to:  
   
 - Access: Request information about the personal data we have collected about you in the past 12 months, including the categories of data, sources of collection, and purposes for using the data.  
 - Deletion: Request that we delete the personal data we have collected about you (subject to certain exceptions, such as for legal or business purposes).  
 - Opt-Out of Sale: While we do not sell personal information, you have the right to request that we not sell your information to third parties, if applicable.  
 - Non-Discrimination: We will not discriminate against you for exercising your rights under the CCPA/CPRA, such as by denying you services or charging you a different price.  
   
 To exercise any of these rights, please contact us at primalmeatllc@gmail.com. We will respond to your request in accordance with applicable laws, typically within 45 days.

# 5. Cookies and Tracking Technologies

Our website may use cookies, web beacons, and other tracking technologies to enhance your user experience, analyze site traffic, and personalize content. You can manage your cookie preferences through your browser settings.

# 6. Data Security

We implement a variety of security measures to maintain the safety of your personal information. While we use reasonable efforts to protect your data, please understand that no method of transmission over the Internet or electronic storage is 100% secure.

# 7. Your Choices and Rights

You have the right to:  
   
 - Access and update your personal information.  
 - Request the deletion of your personal data (subject to applicable laws).  
 - Opt-out of marketing communications by clicking the "unsubscribe" link in our emails or by contacting us directly.  
 - Opt-out of the sale of your personal data (if applicable) under the CCPA/CPRA.

# 8. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices or content of these external sites.

# 9. Children's Privacy

Our services are not intended for children under 13, and we do not knowingly collect personal information from children. If you are a parent or guardian and believe we have collected information about a child under 13, please contact us to have the data removed.

# 10. 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." We encourage you to review this policy periodically.

# 11. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, or to exercise your rights under California law, please contact us at:  
   
 Primal Meat Co.  
 Email: primalmeatllc@gmail.com