

Privacy Policy

Effective Date: 3/5/2025

Your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website www.backcountrycounseling.com (the "Site"). By accessing or using the Site, you agree to the terms of this Privacy Policy.

1. Information We May Collect

We may collect the following types of information when you use our Site:

1.1 Personal Information (if applicable)

- **Contact Information:** Name, email address, phone number, etc.
- **Account Information:** Usernames, passwords, and other registration details.
- **Payment Information:** Credit card details, billing address, etc., for transactions (if applicable).

1.2 Non-Personal Information

- **Cookies and Tracking Technologies:** We may use cookies, web beacons, or similar technologies to track usage patterns and enhance user experience.
- **Usage Data:** Information about how you interact with the Site, such as pages visited, time spent on the Site, and other browsing activity.

1.3 Third-Party Information

We may also collect information from third-party sources, such as social media profiles, to provide additional services or improve user experience.

2. How We Use Your Information

We use the information we collect for various purposes, including:

- To provide and improve our services
- To process transactions and send you order-related information
- To respond to inquiries and communicate with you
- To personalize your experience on the Site
- To send marketing and promotional communications (if you have opted-in)
- To monitor and analyze usage of the Site for improvements

3. How We Share Your Information

We do not sell, rent, or trade your personal information. However, we may share your information with the following parties under certain circumstances:

- **Service Providers:** Third-party companies that assist in providing our services (e.g., payment processors, hosting services).
- **Legal Requirements:** We may disclose your information if required by law, to comply with legal processes, or to protect our rights and safety.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

4. Cookies and Tracking Technologies

We use cookies and similar technologies to improve your experience on the Site. These technologies help us remember your preferences, analyze site usage, and offer personalized content. You can control cookie settings through your browser, but please note that disabling cookies may affect certain features of the Site.

5. Data Security

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

6. Your Data Rights

Depending on your location, you may have the right to:

- Access, update, or delete your personal information
- Opt-out of marketing communications
- Request data portability

To exercise any of these rights, please contact us at www.backcountrycounseling.com

7. Third-Party Links

The Site may contain links to third-party websites. We are not responsible for the privacy practices of these websites, and this Privacy Policy does not apply to them. We encourage you to review their privacy policies.

8. Children's Privacy

Our services are not intended for individuals under the age of 13, and we do not knowingly collect or solicit personal information from children. If we learn that we have collected personal

information from a child under 13, we will take steps to delete such information as soon as possible.

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. Please review this policy periodically for any changes.

10. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

www.backcountrycounseling.com