

## Privacy Policy

### 1. **Personal Information Collection:**

- We collect personal information from customers to process orders and provide customer service. This may include but is not limited to your name, address, email address, phone number, and payment information.
- If you are a resident of California, you have specific rights regarding your personal information under the California Consumer Privacy Act (CCPA).

### 2. **Use of Personal Information:**

- We use your personal information to fulfill orders, communicate with you, and improve our services.
- We may also use your information for marketing purposes, but you have the right to opt-out of such communications at any time.

### 3. **Data Protection:**

- We will take all reasonable steps to protect your personal information from unauthorized access, disclosure, modification, or deletion.
- Our website may use cookies to track user activity and improve the shopping experience.

### 4. **California Residents' Rights:**

- **Right to Know:** You have the right to request that we disclose what personal information we collect, use, disclose, and sell.
- **Right to Delete:** You have the right to request the deletion of your personal information that we have collected, subject to certain exceptions.
- **Right to Opt-Out:** You have the right to opt-out of the sale of your personal information. Note that ZooZen does not sell personal information to third parties.
- **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment for exercising your CCPA rights.

### 5. **Exercising Your Rights:**

- To exercise your rights under the CCPA, please contact us at [your email/contact form link] with the subject line "CCPA Request".
- We may need to verify your identity before processing your request, which may require you to provide additional information.

### 6. **Changes to This Privacy Policy:**

- We reserve the right to update this privacy policy at any time. Any changes will be posted on this page, and we will notify you of significant changes via email or through a notice on our website.

By using our store and providing your personal information, you consent to the collection and use of your information as described in this privacy policy.

Thank you for shopping with ZooZen!