

# Privacy Policy

At Primal Outdoor Lighting & Design LLC, we are committed to protecting your privacy and ensuring the security of your personal information. This privacy policy explains how we collect, use, and share your information when you use our services or interact with us.

## Information We Collect

1. We collect personal information when you request a free estimate or contact us through our website, email, phone, or other means of communication. This may include your name, phone number, email address, physical address, and any other details you provide about your project. We use this information to contact you about your project, provide an estimate, and deliver our services.
2. We may also collect information about your use of our website, such as your IP address, browser type, device information, and browsing history. This information is used to improve our website and provide a better user experience.

## How We Use Your Information

- We use your personal information to deliver our services, communicate with you about your project, and provide customer support. We may also use your information to improve our services, conduct research and analysis, and comply with legal obligations.
- We may share your information with our trusted partners or service providers who assist us with our operations or provide services on our behalf. These partners may include payment processors, shipping companies, or marketing platforms.
- We only share the minimum amount of information necessary for these partners to perform their services.
- **IMPORTANT:** We do not sell or rent your personal information to third parties. We may disclose your information if required by law or to protect our rights, property, or safety.

## Data Security and Retention

- We take appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, or destruction. We use industry-standard security protocols to encrypt data transmission and storage and restrict access to your information to authorized personnel only.
- We retain your personal information only for as long as necessary to provide our services or as required by law. When we no longer need your information, we securely delete or destroy it.

## Your Rights and Choices

- You have the right to access, correct, or delete your personal information at any time. You may also object to the processing of your information or restrict our use of your information. To exercise these rights, please contact us using the information provided below.

## Updates to this 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 any material changes to this policy by email or through our website.

## Contact Us

If you have any questions or concerns about our privacy practices or this policy, please contact us at: Email: [info@primaloutdoorlighting.com](mailto:info@primaloutdoorlighting.com)

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