**Privacy Policy for Liberty Barbell Website**

At Liberty Barbell, we prioritize the privacy and security of our users' personal information. This Privacy Policy outlines how we collect, use, and protect your information when you visit our website or use our services.

**Information We Collect:**

1. **Personal Information:** When you register on our website, place an order, subscribe to our newsletter, or fill out a form, we may collect personal information such as your name, email address, mailing address, and phone number.
2. **Payment Information:** When you make a purchase, we collect payment information such as credit card details or other payment details. Please note that we do not store your payment information on our servers. All payment transactions are processed securely through third-party payment processors.
3. **Usage Information:** We may collect non-personal information about how you interact with our website, such as your IP address, browser type, operating system, and pages visited. This information helps us improve our website and provide a better user experience.

**How We Use Your Information:**

1. **To Provide Services:** We use your personal information to fulfill your orders, process payments, and provide customer support.
2. **To Improve Our Website:** We may use usage information to analyze trends, track user movements, and improve the functionality of our website.
3. **To Send Promotional Emails:** With your consent, we may send you promotional emails about our products, special offers, or other updates. You can opt out of these emails at any time by following the unsubscribe instructions included in the emails.

**Data Security:**

We take appropriate security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. We use industry-standard encryption protocols to safeguard sensitive information during transmission.

**Sharing Your Information:**

We do not sell, trade, or otherwise transfer your personal information to third parties without your consent, except as required by law or to facilitate services you have requested. We may share your information with trusted third parties who assist us in operating our website, conducting business, or servicing you, as long as those parties agree to keep this information confidential.

**Cookies:**

Our website uses cookies to enhance your browsing experience. Cookies are small files stored on your computer that help us recognize your browser and remember certain information. You can choose to disable cookies through your browser settings, but please note that some features of the website may not function properly as a result.

**Third-Party Links:**

Our website may contain links to third-party websites, products, or services. These third-party sites have their own privacy policies, and we are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policies of any third-party sites you visit.

**Children's Privacy:**

Our website is not intended for children under the age of 13. We do not knowingly collect personal information from children under the age of 13. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us, and we will take steps to delete such information from our systems.

**Changes to This Privacy Policy:**

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be reflected on this page, and the date of the last update will be indicated at the top of the page. We encourage you to review this Privacy Policy periodically for any changes.

**Contact Us:**

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at contact@libertybarbell.com.

By using our website, you consent to the terms of this Privacy Policy.

**Last Updated: 2-29-2024**