**Pressing Ahead Tees & Accessories Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from elliottpressingahead.com (the “Site” or “we”).

**PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual.

Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier.

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

- “Device attributes”information such as the operating system, hardware and software versions, battery level, signal strength, available storage space, browser type, app and file names and types, and plugins.

- “Device operations”information about operations and behaviors performed on the device, such as whether a window is foregrounded or backgrounded, or mouse movements (which can help distinguish humans from bots).

- “Identifiers” unique identifiers, device IDs, and other identifiers, such as from games, apps or accounts you use, and Family Device IDs (or other identifiers unique to Wix products associated with the same device or account).

- “Device signals” Bluetooth signals, and information about nearby Wi-Fi access points, beacons, and cell towers.

- “Data from device settings”information you allow us to receive through device settings you turn on, such as access to your GPS location, camera or photos.

- “Network and connections”information such as the name of your mobile operator or ISP, language, time zone, mobile phone number, IP address, connection speed and, in some cases, information about other devices that are nearby or on your network, so we can do things like help you [stream a video from your phone to your TV](https://www.facebook.com/help/276515126152168?ref=dp).

Additionally, when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), other account and authentication information, email address, and phone number. We refer to this information as “Order Information.”

**INFORMATION FROM PARTNERS**

When you visit, download, and/or use any of our Services, we may collect aggregated usage Personal Information, such as Visitors’ and Users’ browsing and ‘click-stream’ activity on the Services, session heatmaps and scrolls, non-identifying Personal Information regarding the Visitor’s or User’s device, operating system, internet browser, screen resolution, language and keyboard settings, internet service provider, referring/exit pages, date/time stamps, etc. We may receive Personal Information about you from third-party sources, such as) security providers, fraud detection and prevention providers for example to help us screen out users associated with fraud, ii) social media platforms, when you log-in or sign-up using your social media account, we may receive Personal Information from that service (e.g., your username, basic profile Personal Information) and in some cases, we may collect Personal Information from lead enhancement companies which help us to improve our service offering; iii) advertising and marketing partners in order to monitor, manage and measure our ad campaigns. We also receive information about your online and offline actions and purchases from third-party data providers who have the rights to provide us with your information.

Partners receive your data when you visit or use their services or through third parties they work with. We require each of these partners to have lawful rights to collect, use and share your data before providing any data to us. Learn more about the types of partners we receive data from.

To learn more about how we use cookies in connection with Wix, review Wix’s Cookie Policy at <https://www.wix.com/about/cookie-policy>

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

**HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

**SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Wix to power our online store--you can read more about how Wix uses your Personal Information here: [About Privacy | WIX](https://www.wix.com/about/privacy). Wix has partnered with a number of selected service providers, whose services and solutions complement, facilitate and enhance Wix’s services and solutions. These include hosting and server co-location services, communications and content delivery networks (CDNs), data and cyber security services, billing and payment processing services, domain name registrars, fraud detection and prevention services, web analytics, e-mail distribution and monitoring services, session recording and remote access services, performance measurement, data optimization and marketing services, content providers, and our legal and financial advisors (collectively, “Third Party Service Provider(s)”).

​Wix may share the following categories of Personal Information with Third Party Service Providers for a business purpose:

* identifiers, including name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, or other similar identifiers.
* commercial Personal Information, for example Personal Information regarding products or services purchased, obtained, or considered.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

**BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you.

We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://policies.google.com/privacy?hl=en>.You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative’s (“NAI”) educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work> .

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance’s opt-out portal at: <http://optout.aboutads.info/> .

**DO NOT TRACK**

Please note that we do not alter our Site’s data collection and use practices when we see a Do Not Track signal from your browser.

**YOUR RIGHTS**

One of the most important concepts in the **EU General Data Protection Regulation** ([GDPR](https://termsfeed.com/blog/gdpr/)) is **transparency**. Individuals own their personal data. If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

**PRIVACY NOTICE FOR CALIFORNIA RESIDENTS**

If you are a California resident, you can learn more about your consumer privacy rights by reviewing the[**California Privacy Notice**](https://www.facebook.com/legal/policy/ccpa)**.**

**DATA RETENTION**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

**MINORS**

The Site is not intended for individuals under the age of 18. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us at the address below to request deletion.

**CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

**CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [support@elliottpressingahead.com](mailto:support@elliottpressingahead.com) or by mail using the details provided below:

2110 W Slaughter Lane, Ste 107, Box# 286, Austin, TX, 78748, United States

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