



## Privacy Policy for a Curtain Business in Florida

### Introduction

This Privacy Policy (the "Policy") describes how BC Florida Corp (the "Company") collects, uses, and shares your personal information when you visit our website located at [www.bluecoastfl.us](http://www.bluecoastfl.us) (the "Website"), use our services, or otherwise interact with us. This Policy applies to all individuals who visit the Website or use our services, regardless of their location or nationality.

### Collection of Personal Information

We collect personal information from you in a variety of ways, including:

- **Information you provide to us:** We collect personal information that you provide to us directly, such as your name, email address, phone number, mailing address, and billing information. This information is collected when you create an account, make a purchase, sign up for our newsletter, or otherwise contact us.
- **Information we collect automatically:** When you visit our Website or use our services, we automatically collect certain information about your device and your browsing activity. This information may include your IP address, browser type, operating system, device identifier, referral pages, length of visit, and page views. We may also collect information about your location, if you choose to share it with us.
- **Information from third parties:** We may collect personal information about you from third parties, such as social media platforms or marketing partners. This information may include your name, email address, and profile information.

### Use of Personal Information

We use your personal information for the following purposes:

- **To provide our services:** We use your personal information to provide you with our products and services, such as processing your orders, delivering your purchases, and providing customer support.
- **To improve our services:** We use your personal information to improve our Website and services, and to develop new products and services.
- **To communicate with you:** We use your personal information to communicate with you about your account, our products and services, and our promotions.
- **For marketing purposes:** With your consent, we may use your personal information to send you marketing emails and other promotional communications.
- **For security purposes:** We use your personal information to protect our Website and services from fraud and abuse.



## Sharing of Personal Information

We may share your personal information with third parties in the following limited circumstances:

- **With service providers:** We share your personal information with third-party service providers who help us operate our business, such as web hosting providers, payment processors, and marketing partners. These service providers are only authorized to use your personal information for the purposes for which we disclose it to them.
- **With legal entities:** We may share your personal information with legal entities, such as law enforcement agencies or government agencies, when we are required to do so by law or when we believe in good faith that such action is necessary to comply with the law, protect our rights or property, or protect the safety of others.
- **With your consent:** We may share your personal information with other third parties with your consent.

## Your Choices

You have the following choices regarding your personal information:

- **Access and correction:** You can access and correct your personal information by logging into your account or contacting us.
- **Data deletion:** You can request that we delete your personal information by contacting us.
- **Opt-out of marketing emails:** You can opt-out of receiving marketing emails from us by clicking on the "unsubscribe" link in any marketing email we send you.
- **Do not track:** You can set your browser to send a "do not track" signal to us. We will respect your "do not track" signal unless you specifically consent to our tracking of your activity.

## Data Security

We use appropriate technical and organizational security measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. However, no method of data transmission or storage is 100% secure. Therefore, we cannot guarantee the absolute security of your personal information.

## Changes to this Policy

We may update this Policy from time to time. If we make any material changes, we will notify you by email or by posting a notice on our Website.



## **Contact Us**

If you have any questions about this Policy, please contact us at [info@bluecoastfl.us](mailto:info@bluecoastfl.us).

## **Additional Information for Florida Businesses**

In addition to the general requirements of the Federal Trade Commission's (FTC) Privacy Shield Framework, Florida businesses must also comply with the Florida Deceptive and Unfair Trade Practices Act (FDUTPA). The FDUTPA prohibits businesses from engaging in deceptive or unfair trade practices, which includes the collection of personal information without the consumer's consent or the use of personal information for purposes that are not disclosed to the consumer.

BlueCoast  
WINDOW TREATMENTS