

Privacy Policy For USA Floors Direct 2023:

USA Floors Direct ("USA Floors Direct" or "we" or "us") recognizes that you care how information about you is collected and used. We have created this Privacy Policy to inform you of our information collection, use and sharing practices for this Web site.

Please be advised that the practices described in this Privacy Policy apply only to information gathered through this Web site and do not necessarily reflect our practices with respect to information gathered through other Web sites (that may be linked to this website for example Social Media sites) or through other off-line means.

Information You Voluntarily Provide

We collect and store information that you enter into this Web site. For example, information will be collected when you register on our Web site, when you sign up to receive emails, newsletters or other promotional communications, when you contact us with online inquiries and/or when you otherwise voluntarily submit or provide information to us. The information we collect that you provide to us may include, but is not limited to: names, addresses, email addresses, telephone numbers, (if applicable account log-in IDs and passwords), demographic information and information regarding interests and preferences. This information is used to provide you information you have requested regarding products and services and for administrative and analytical purposes. For example, the information is used to provide emails, newsletters and other communications you have requested and to provide customer service. This information also may be used to contact you about sales, product recommendations, special offers and new site features from USA Floors Direct and other selected vendors, unless you have opted not to receive promotional communications in connection with this Web site. When you opt not to receive emails, newsletters or other promotional information, we collect and store certain information, such as your email address, in order to comply with your preferences regarding such materials.

Information We Automatically Collect

Like many Web sites, we use technologies to collect and store certain other information automatically whenever you interact with this Web site. For example, we collect your IP address, browser information and reference site domain name every time you visit this Web site. We also collect information regarding customer traffic patterns and site usage. This information is used to analyze and improve this Web site and to provide our customers with a fulfilling shopping experience.

Cookies Policy

Also, like many Web sites, we use "cookies", which are files stored on your computer's hard drive by your browser. The information that we collect and share is anonymous and not personally identifiable. It does not contain your name, address, telephone number, or email address. Cookies help us to identify a user and to optimize their login, account management and shopping experience. Most browsers accept cookies automatically but allow you to disable them. We recommend that you leave cookies "turned on" so that we can offer you a better experience on this Web site.

With Whom Do You Share Information?

We do not share with others any personal information that you provide to us through this Web site as described in this Privacy Policy. For purposes of this Privacy Policy, personal information is information that you provide to us that personally identifies you, such as your full name, address, email address, phone number and if applicable, credit card information.

We engage third parties to perform services in connection with the operation of our business. Examples of these services include, but are not limited to, operation of our Web site(s), fraud protection, marketing and promotional activities, Web site evaluation, data analysis and, where applicable, data cleansing. We may provide personal information to these third parties, but we authorize them to use this information only in connection with the services they perform on our behalf.

We, or those with whom we have shared information in accordance with this Privacy Policy, may release personal information if we believe in good faith that: the law or legal process requires it; we have received a valid administrative request from a law enforcement agency; or such release is necessary or advisable to protect the rights, property or safety of USA Floors Direct, or any of our respective affiliates, business partners, customers or others.

We may share non-personal information with our marketing partners, advertisers and others from time to time. Examples of such non-personal information include the number of users who visited this Web site during a specific time period or purchased a specific product through this Web site. This information is shared in an aggregated form.

We reserve the right to transfer any information we have about you, including personal information, in connection with the sale or transfer of all or a portion of the business or assets of USA Floors Direct to a third party.

What Happens When I Link To or From Another Web Site?

This Web site may contain links to other Web sites operated by USA Floors Direct and/or Web sites operated by third parties. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through these other Web sites. We encourage you to be aware of this when you leave this Web site and to read the privacy policies of each and every Web site that you visit.

If you have accessed this Web site through a link from certain of our advertising or marketing partners, this Web site may include a frame of the applicable advertising or marketing partner. Nevertheless, the information you provide to us through these framed Web pages is collected by us, and our use of this information is governed by this Privacy Policy.

Effective Date

This Privacy Policy is effective as of January 2023. We reserve the right to change this policy at any time by notifying guests of the existence of a new privacy policy. This policy is specific to this site.