

PRIVACY POLICY

Effective Date: August 31, 2026

Last Updated: August 31, 2026

Otter Loo Creations ("Otter Loo Creations," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you provide when you visit our website, purchase our products, download our resources, subscribe to our email communications, or otherwise interact with us.

This Privacy Policy explains what information we may collect, how we use it, when we may share it, how we protect it, and the choices and rights you may have regarding your personal information.

By using our website, you acknowledge the practices described in this Privacy Policy.

1. INFORMATION WE COLLECT

Depending on how you interact with our website, we may collect the following categories of information.

Information You Provide Directly

We may collect information you voluntarily provide to us, including:

- Your name
- Email address
- Billing and transaction information
- Information provided when contacting us
- Information provided when subscribing to our email list
- Information submitted through website forms
- Other information you voluntarily provide

We generally collect only the information reasonably necessary to provide the requested service, process transactions, communicate with you, or operate our business.

Purchase Information

When you purchase a digital product through our website, certain information may be collected and processed in connection with your order, including contact information, billing information, transaction details, and information necessary to fulfill your purchase.

Payment processing may be handled by third-party payment providers made available through Wix. We do not intentionally collect or store your complete payment card number on our own systems.

Automatically Collected Information

When you visit our website, certain information may be collected automatically by Wix and other technologies used on the website. This may include:

- IP address
- Browser type
- Device type
- Operating system
- Approximate geographic information
- Pages visited
- Referring website
- Date and time of visits
- Website interactions
- Certain technical and usage information

This information may be used for security, website functionality, analytics, performance, and improvement of our website.

2. HOW WE USE PERSONAL INFORMATION

We may use personal information for purposes including:

- Providing and operating our website
- Processing and fulfilling purchases
- Delivering digital products and downloads
- Responding to questions and customer service requests
- Sending requested communications
- Sending newsletters, new product announcements, free resources, and promotional communications when permitted
- Maintaining and managing our email subscriber list
- Improving our website, products, services, and user experience
- Understanding website traffic and usage
- Detecting, preventing, and addressing fraud, abuse, security incidents, and technical problems
- Complying with legal obligations
- Establishing, exercising, or defending legal claims
- Protecting the rights, property, and safety of Otter Loo Creations, our customers, and others

We will not use personal information for purposes materially different from those described in this Privacy Policy without providing any notice required by applicable law.

3. EMAIL MARKETING

If you voluntarily subscribe to our email list, we may use your email address to send you information such as:

- New product announcements
- New Ink Tracing books
- Free printables

- \$1 downloads
- Promotions and special offers
- Website updates
- Other information related to Otter Loo Creations

We currently use **Mailchimp** to manage our email marketing and subscriber communications.

By subscribing, you understand that your information may be transferred to and processed by Mailchimp in accordance with Mailchimp's own privacy policies and terms.

You may unsubscribe from marketing emails at any time by using the unsubscribe link included in our emails or by contacting us at:

Otterloo212@gmail.com

Unsubscribing from marketing emails does not necessarily remove information that we are legally required or otherwise permitted to retain for transactional, legal, security, recordkeeping, or other legitimate purposes.

Commercial email communications must also comply with applicable requirements, including U.S. CAN-SPAM requirements concerning accurate sender information, physical mailing address, and opt-out mechanisms.

4. COOKIES AND OTHER TRACKING TECHNOLOGIES

Our website may use cookies and similar technologies.

Cookies may be used for purposes such as:

- Essential website functions
- Remembering preferences
- Website security
- Website performance
- Analytics
- Understanding how visitors use the site
- Marketing and advertising, where applicable

Wix may place certain cookies and similar technologies on your device as part of providing its website platform and services. Other third-party services integrated with the website may also use cookies or similar technologies.

Some cookies are necessary for the website to operate, while others may be non-essential.

Where required by applicable law, we will request consent before placing or using non-essential cookies and similar technologies. Wix provides cookie-consent and consent-management functionality for this purpose.

You may be able to control or disable certain cookies through your browser settings and, where applicable, through our cookie-consent tools.

5. ANALYTICS, ADVERTISING, AND SOCIAL MEDIA

We may use analytics, advertising, and social-media technologies to understand website performance, measure marketing effectiveness, and promote Otter Loo Creations.

Depending on the tools we enable, these may include services provided by platforms such as:

- Google
- Meta (Facebook and Instagram)
- TikTok
- Pinterest
- Other advertising, analytics, or social-media platforms

These services may collect information through cookies, pixels, tags, or similar technologies and may receive information about your interactions with our website.

Because third-party technologies may change over time, the specific services used on the website may change.

Where required by applicable law, we will obtain consent before using non-essential tracking technologies.

Third-party platforms maintain their own privacy policies and may process information according to their own terms.

Important: Don't leave a service in this section merely because we *might* use it someday. Once you've finished configuring Wix, we should replace this with a precise list of the tracking tools actually installed on your website. Wix specifically notes that third-party applications may place cookies or use tracking technologies and that their practices are governed by their own policies.

6. HOW WE SHARE PERSONAL INFORMATION

We may share personal information with service providers and other third parties when reasonably necessary to operate our business and provide our services.

These parties may include:

Wix

We use Wix to host and operate our website and to provide website, ecommerce, security, and related services.

Mailchimp

We use Mailchimp for email marketing, subscriber management, and marketing communications.

Payment and Transaction Providers

Payments for purchases made through our website may be processed by third-party payment providers made available through Wix.

Service Providers

We may use other vendors that assist with website hosting, technology, analytics, security, customer service, business operations, or similar functions.

Legal and Safety Disclosures

We may disclose information when reasonably necessary to:

- Comply with applicable law, regulation, legal process, or governmental request
- Protect our rights or property
- Protect customers, visitors, or the public
- Investigate fraud, abuse, or security concerns
- Enforce our agreements and policies

We do not sell your email address as a mailing list.

7. AMAZON LINKS AND THIRD-PARTY WEBSITES

Our website may contain links to third-party websites, including **Amazon**, where our physical books may be purchased.

When you click a link to another website, you leave our website and become subject to that third party's terms and privacy practices.

We do not control and are not responsible for the privacy practices, security, content, or policies of third-party websites.

We encourage you to review the privacy policies of any third-party website you visit.

8. DIGITAL DOWNLOADS

When you purchase a digital download through our website, we may process information necessary to complete the transaction and provide access to your purchase.

We may retain transaction records as reasonably necessary for accounting, customer service, fraud prevention, legal compliance, dispute resolution, and business recordkeeping.

9. DATA RETENTION

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, provide our services, maintain business and transaction records, resolve disputes, enforce agreements, prevent fraud, meet legal obligations, and protect our legitimate business interests.

The specific retention period may vary depending on the type of information and the reason it was collected.

When information is no longer reasonably necessary, we may securely delete, anonymize, or otherwise dispose of it, subject to legal and operational requirements.

10. DATA SECURITY

We use reasonable administrative, technical, and organizational measures designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

However, **no method of transmission over the Internet or method of electronic storage is completely secure**. Therefore, we cannot guarantee absolute security.

You should also take reasonable precautions to protect your own information, including using secure passwords and avoiding sharing account or payment information with unauthorized persons.

11. INTERNATIONAL DATA TRANSFERS

Because Otter Loo Creations may receive visitors and customers from countries outside the United States, personal information may be processed or stored in the United States and other countries where our service providers operate.

Those countries may have data-protection laws that differ from the laws in your country.

Where required by applicable law, we will use appropriate safeguards for international transfers of personal information.

12. YOUR PRIVACY RIGHTS

Depending on where you live and the laws that apply to you, you may have certain rights regarding your personal information.

These rights may include, subject to applicable legal exceptions:

- The right to know or access personal information we hold about you
- The right to request correction of inaccurate information
- The right to request deletion of personal information
- The right to object to or restrict certain processing
- The right to withdraw consent where processing is based on consent
- The right to receive a copy of certain personal information
- The right to opt out of certain marketing communications
- The right to opt out of certain sales or sharing of personal information, where applicable
- The right to non-discrimination for exercising applicable privacy rights

California privacy law, for example, provides eligible consumers with rights including access, deletion, correction, opt-out, limitation in certain circumstances, and non-discrimination.

European privacy laws such as the GDPR may provide additional rights to individuals in applicable circumstances.

13. HOW TO EXERCISE YOUR PRIVACY RIGHTS

To submit a privacy request, contact:

Otter Loo Creations

Email: Otterloo212@gmail.com

Please include enough information for us to understand your request and verify your identity where reasonably necessary.

We may ask for information necessary to verify that the request is genuinely from you and to protect personal information from unauthorized disclosure.

We will respond to valid requests within the time required by applicable law.

Wix provides tools for site owners to manage privacy requests, including data-access and deletion requests.

14. CALIFORNIA PRIVACY RIGHTS

This section applies to California residents to the extent required by applicable California privacy law.

California residents may have rights relating to personal information, including rights to:

- Know what categories of personal information are collected
- Know the purposes for which personal information is collected or used
- Request access to personal information
- Request correction of inaccurate personal information
- Request deletion of personal information, subject to exceptions
- Opt out of certain sales or sharing of personal information, where applicable
- Limit certain uses of sensitive personal information, where applicable
- Receive equal treatment for exercising applicable privacy rights

California law may require a notice at or before the time personal information is collected.

If applicable, we will provide required notices and mechanisms for exercising these rights.

To submit a request, contact:

Otterloo212@gmail.com

15. EUROPEAN ECONOMIC AREA, UNITED KINGDOM, AND OTHER JURISDICTIONS

Where applicable privacy laws such as the GDPR or UK GDPR apply, individuals may have additional rights regarding their personal information.

Where required, we will identify an appropriate legal basis for processing personal information, which may include:

- Consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate interests
- Other lawful bases permitted by applicable law

You may have rights including access, correction, deletion, restriction, objection, portability, and withdrawal of consent, subject to applicable law.

Where applicable, you may also have the right to lodge a complaint with your local data-protection authority.

16. CHILDREN'S PRIVACY

Our website and products are not intended to knowingly collect personal information from children in violation of applicable law.

We do not knowingly request or collect personal information from children under applicable minimum ages without appropriate authorization.

If you believe that a child has provided personal information to us inappropriately, please contact us at:

Otterloo212@gmail.com

We will take reasonable steps to address the situation as required by applicable law.

17. DO NOT TRACK

Some web browsers may offer a "Do Not Track" setting.

Because there is not currently a universally accepted technical standard for responding to Do Not Track signals, our website may not respond to such signals in every instance.

Where legally required, we will honor applicable privacy choices and opt-out mechanisms.

18. THIRD-PARTY SERVICES AND PRIVACY POLICIES

Our website may use third-party services, applications, integrations, plugins, advertising platforms, payment providers, and social-media services.

Those third parties may independently collect or process information according to their own privacy policies.

We encourage you to review the privacy policies of the third parties you interact with.

19. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our business, services, technology, legal obligations, or privacy practices.

When we make changes, we will update the **"Last Updated"** date at the top of this Privacy Policy.

If a change is material and applicable law requires notice, we will provide additional notice in an appropriate manner.

20. CONTACT US

If you have questions about this Privacy Policy, our privacy practices, or wish to exercise a privacy right, contact:

Otter Loo Creations

Email: Otterloo212@gmail.com