

# WHITE PAPER

We prioritize your privacy. This Privacy Policy outlines our practices regarding the collection, use, and disclosure of your personally identifiable information ("Personal Information") when you visit our website, utilize our services, or interact with us in any way. We encourage you to read and understand how we handle your **Personal Information**. This policy applies solely to the **Personal Information we collect through** our website (<https://gorillaswag.io/>) and related services, not to information collected by any third-party sites not owned or controlled by us. References to "the Foundation," "we," "us," or "our" refer to Gorilla Swag and its subsidiaries and affiliates.

By accessing or using our website and services, you acknowledge and agree to the practices described in **this Privacy Policy**. You also consent to the collection, use, and sharing of **your information** as outlined herein. We may update this Privacy Policy periodically to reflect changes to our practices. **If we make changes, we will update the date at the top** of the policy and **provide additional notice** as appropriate. Regular review of this policy is encouraged. We may update this Privacy Policy periodically to reflect changes to our practices. If we make changes, we will update the date at the top of the policy and provide additional notice as appropriate. Regular review of this policy is encouraged to ensure you are informed of **how we are protecting your information**.

Your interaction with our website and **services is also governed** by our Terms of Service, which incorporates this Privacy Policy.

## WHAT THIS PRIVACY POLICY COVERS

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- Information You Provide:** This includes information that you input directly via forms, communications with us, purchases, participation in contests or promotions, and any other direct interactions. Examples of the personal information we might collect include **your name, email address, postal address, phone number, social media handles, payment information, and any other details you choose to provide**.
- Automatically Collected Information:** As you navigate through our website, we automatically collect information from your browser or device, **such as IP address, geolocation data, device identification, and cookie data**. This information helps us understand how you use our site and improve our services.
- Information from Other Websites:** We may collect information about your activities on other sites through cookies after you leave our website. This information is used to tailor and enhance our services and the **information described in this Privacy Policy**.
- Automatically Collected Information:** As you navigate through **our website, we automatically collect information** from your browser or device, such as IP address, geolocation data, device identification, and cookie data. This information helps us understand how you use our site and improve our services.
- How We Use Your Information:** We use the information collected to provide and improve our services, communicate with you, process transactions, **respond to inquiries, monitor website usage trends, personalize advertisements**, and for other marketing and internal business purposes.
- Sharing Your Personal Information:** We may share your Personal Information with third parties **under certain circumstances, including**
  - With Service Providers:** We engage other companies to perform services on **our behalf, like payment processing**, and we may share your Personal Information with them to the extent necessary for them to provide these services.
  - Affiliated Entities:** We may share your information with affiliated entities for business purposes, in line with **this Privacy Policy**.
  - For Legal Reasons:** We may disclose your information if required by law or if it's **necessary to protect the rights**, property, or safety of the Foundation, our users, or others.
  - International Transfers:** Your Personal Information may be transferred to, and maintained on, computers located outside of your state, province, country, or other **governmental jurisdiction** where the data protection laws may differ from those of your jurisdiction.

### YOUR CHOICES

- Cookies:** You can **set your browser** to refuse all or some browser cookies, or to alert you when cookies are being sent.
- Communications:** You can opt out of receiving promotional communications from us by following **the unsubscribe link** or instructions provided in any email we send.
- Additional Rights for European Residents:** If you are located in the **European Economic Area (EEA)**, you have specific rights under European law with regard to your personal data, including the right to access, correct, or delete your Personal Information. **We process personal data as necessary** for the performance of our contracts with you, with your consent, or as necessary for our legitimate interests in providing the services.
- California Privacy Rights:** If you are a California resident, you have certain privacy rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information we collect, use, and **disclose, and to request the deletion of your personal information**.
- Contact Us:** If you have any questions about this Privacy Policy, please contact us at [Info@gorillaswag.io](mailto:Info@gorillaswag.io)

We store your personal information for as long as necessary for the purposes for which it was collected, to meet our current and future legal obligations, including compliance and retention obligations. We hope this Privacy Policy helps you understand our practices. If you have any concerns or questions, please reach out to us for further clarification.