

Privacy Policy for Guard Up Mouthguards



Privacy Policy

Effective Date: June 19, 2024

1. Introduction

Welcome to Guard Up Mouthguards ("we," "our," "us"). We are committed to protecting your privacy and ensuring your personal information is handled safely and responsibly. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information.

2. Information We Collect

We collect personal information from you in various ways, including:

- **Contact Information:** Name, email address, phone number, and mailing address.
- **Device Information:** IP address, browser type, and operating system.
- **Usage Information:** Pages visited, links clicked, and other interaction data.
- **Medical Information:** Details required for custom-fitting our 3D-printed sports mouthguards, including intra-oral scans and other dental measurements.

3. How We Use Your Information

We use your personal information for the following purposes:

- **Service Delivery:** To process orders, create custom mouthguards, and provide customer support.
- **Communication:** To send updates, promotional materials, and respond to inquiries.
- **Improvement:** To enhance our products, services, and website functionality.
- **Compliance:** To comply with legal obligations and protect our rights.

4. Sharing Your Information

We do not sell or rent your personal information to third parties. We may share your information with:

- **Service Providers:** Trusted partners who assist us in operating our business, such as payment processors and delivery services.
- **Legal Requirements:** When required by law or to protect our rights and property.

5. Data Security

We implement various security measures to protect your personal information from unauthorized access, use, or disclosure. These include secure servers, encryption, and regular security audits.

6. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, or resolve disputes.

7. Your Rights

You have the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Correct any inaccuracies in your personal information.
- **Deletion:** Request the deletion of your personal information.
- **Objection:** Object to the processing of your personal information in certain circumstances.

To exercise these rights, please contact us at info@guardupmouthguards.com.au

8. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website. You can control cookie settings through your browser.

9. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices of these sites. We encourage you to read their privacy policies.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Guard Up Mouthguards

Email: info@guardupmouthguards.com.au

Phone: 0404822203

Guard Up Mouthguards is committed to protecting your privacy and ensuring the security of your personal information. Thank you for trusting us with your data.