

Privacy Policy

All terms used in this document are either defined within the paragraph below or within our Terms and Conditions which can be found on our website. Any confusion in terms and definitions not found within this document should be differed to the definitions present in our Terms and Conditions.

Terms and Definitions

"Personal Information" Includes any information that pertains to you as an individual or can otherwise be used to indicate you as an individual.

"Internet Protocol Information" Includes any information that is necessary in a networked environment to allow physical devices to communicate effectively.

"Marketing Information" Includes any information that may or may not be directly related to you as an individual, that has not been collected or stored within Our Software.

"Account Related Information" Pertains to information within our systems that is directly related to your account. This includes but is not limited to: Your Name (First and Last), Your Address (Billing and Shipping), Your Email Address, Your Phone Number.

"Order Information" Pertains to information within our systems that is required or used to process orders. This information includes but is not limited to: Your Name (First and Last), Your Address (Billing and Shipping) and Your Payment Information.

Although it is required for us to collect your payment information in order to process a transaction we DO NOT store your payment information, ever.

Our Company cares about your privacy. For this reason, we only collect your Personal Information when you choose to give it to us, and use your Personal Information only when it is necessary to complete an action that you have requested within Our Software. Your Personal Information includes information such as:

- Your Name (First and Last)
- Your Address (Billing and Shipping)
- Your Telephone Number
- Your Email Address
- Other data that could directly or indirectly identify with you

Our Privacy Policy is intended to describe to you how and what we collect, how and why we use your Personal Information, and what measures we use to protect your Personal Information that you have chosen to entrust to us.

What Information Do We Collect?

We collect information so that we can provide you the best possible experience when you utilize Our Software. All information we collect is collected directly from you when you choose to give us the respective information, and is collected directly within Our Software. We do not share, publish, sell, or otherwise partake in any action of allowing your Personal Information to leave Our Software or systems unless under subpoena by Law Enforcement Agencies. Examples of ways that we collect your Personal Information are:

- The collection of your Username, Password, and Email Address upon registering for an account.
- The collection of your Name, Address (Billing and Shipping), Password, Phone Number, Email Address, and non-required supplemental information that you choose to give us when you edit your account settings.
- The collection of your Email Address when you elect to receive our newsletter.
- The collection of your Name, Email Address, Phone Number, and Message Content when you elect to use our Contact Forms.

How We Utilize Information

We strongly believe in minimizing the amount of information we collect and limiting its use to only that (1)for which we have been given permission, (2)as necessary to deliver the Online Services that you are requesting from Our Software, (3)as we might be required or permitted for legal compliance or other lawful purpose, or under subpoena from Law Enforcement Agencies.

Delivering, Enhancing, and Updating the service we provide to you

We collect various types of information relating to your purchase, use and/or interactions with our Online Services. We utilize this information to:

- Improve and Optimize the operation, function, and user experience of our Online Services.
- Diagnose problems with, and identify potential security risks, errors, or needed enhancements to our Online Services.
- Detect and prevent fraud to our Online Services.
- Understand and Analyze how you use our Online Services, and what products and services are most relevant to you, so that we can provide you the most relevant services in the future.

Often, much of this data is statistical data about how individuals use our Online Services, and is not linked or able to be linked to a single individual's Personal Information, however to the extent that on its own it is statistical data pertaining to our users usage of Our Software we treat it as if it were Personal Information, providing the same level of security and precaution that would be afforded any other type of Personal Information that could be used to identify an individual.

Sharing with third parties

We believe in keeping your Personal Information, personal. Any Personal Information that you have chosen to share with us is only shared with a third party when explicitly needed (such as sending your shipping address to the shipment carrier, in order to deliver your order). While using our Online Services it is impossible for us to fully provide you service without interaction with trusted third party companies, such as:

- Our Credit Card Processor, such as, When you "checkout" we create a secure tunnel connection with our Payment Processor to send your payment information to their systems allowing us to process your payment information.
- Our Shipping Carrier, such as, Upon "checkout" we create a secure tunnel connection with our Carrier System to send your Shipping Address information to their systems allowing us to create a shipping label for your order.

How Do We Ensure Your Security?

We take your security (and the security of the Personal Information that you have chosen to share with us) very seriously. Though for the security of Our Software we cannot describe our Security Protocols, we hope that this section helps our customers understand the level of security that we employ to protect Personal Information that you choose to share with us.

Information Transit Security

Our Software utilizes a 2048 bit encryption system known as SSL (Secure Socket Layer) which is responsible for creating a unique encryption key for every user of Our Software, independent of one another. All information encrypted by the SSL can only be read with the unique key by either the Customer's device (computer, phone, tablet, etc.) and Our Servers. This ensures that even if a potential attacker were to intercept your Personal Information as it is in transit to Our Software, they would be unable to read it, or use it to any purposeful extent. In fact, when any information is encrypted by an SSL, it is impossible for an un-intended recipient of that information to know whether it contains standard communication traffic or Personal Information.

Though SSL is a "standard" technology, it is possible on some Online Services to interact with a SSL enabled service without a user being covered by the Service Provider's SSL connection. It is for this reason that Our Software will force all connections to transfer all information (whether is "needs" to be protected or not) via our SSL enabled connection.

As a customer you can (depending upon your web browser application) easily identify whether or not your connection is secured under a SSL enabled connection by: (in most web browsers) a green colored Address Bar (URL Bar), or a green lock that will appear in the Address Bar. For exact instructions please consult your web browser's documentation on "How to identify SSL Secured Connections".

Credit Card/Payment Information & Security

Although we do collect your Payment Information upon checkout, to ensure you the best possible security we do not store this information anywhere within our systems. We use this information in a one-time transaction under a SSL enabled connection with our Payment Processor, then delete this information before completing your transaction. We believe in protecting your data in the best ways possible, and we also believe that unless we explicitly have a need to retain your information, there is no good reason for us to do so.

Compliance with legal, regulatory & law enforcement agencies.

We cooperate with government and law enforcement officials to enforce and comply with the law. We will disclose any information about you to government and law enforcement officials as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (such as subpoena requests), to protect our property and rights, to protect the safety of the public or any person, or to prevent or stop any activity that is in violation of our Terms and Conditions or any actions which we believe to be illegal or unethical.

Third-Party Services

Our Software may contain links to Third-Party services. Unless the Third-Party is directly involved in a transaction or service requested by you we do not share any of your information with the Third-Party, as such, we are not responsible or otherwise liable for the privacy practices or the content of Third-Party services, and strongly advise you to read the Privacy Policies and practice strong personal security while using any Third-Party services.

Online Service Analytics

Our Software uses analytical tools provided by service partners such as Google to collect information about how you as an individual interact with our Online Services which include but are not limited to:

- What pages you visit, and how often
- How much time you spend on each page
- What operating system you are using
- what web browser you are using
- Network and Internet Protocol Information
- Demographical and Geographical Information

For a full understanding of what information is collected by our analytical systems please reference Google's Privacy Policy concerning Google Analytics.

The Analytical Information collected is collected by Google then given to us as it pertains to the services that we provide to you. This information is considered Personal Information as it can be tied to a given individual, though in most cases the individuality tie is not to you as an individual, but rather gives an indication to your interests, what you like/dislike, what features you find most important, and what you value from Our Services.

This information is used by us to improve our Online Services, to make transactions with our systems as painless as possible for our users, and to provide us with a comprehensive outlook at our marketing information.

How We Use Cookies

By using Our Software you are affirming that you understand that we use cookies and that you agree and otherwise consent to our use of cookies. If you do not agree or otherwise consent to our use of cookies you affirm that you understand that it is your responsibility to cease use with any part, parts, or as a whole usage or initialization of any transactional context with Our Software.

In order to provide you a secure connection we use cookies only to allow Our Software to distinguish any given user from another given user. It is because of this that we are able to provide you a secure platform from which a storefront can be presented.

Though cookies can be used to track individuals and connections we as The Company, do not employ such tactics. The only cookies that Our Software utilizes are cookies which set a unique identifier with a respective user to allow the establishment of a secured session for the duration of the user's usage of Our Software. Though this can be a bit complex to understand, it is the same principle as human beings referring to each other by name in conversation, as to provide a means in which each person in the conversation understands who is being communicated with at any given time.

Though our analytical partners employ cookies, we have no control over their practices, nor do we have any responsibility for what they do with their practices. For questions regarding their practices please reference Google's Cookie Usage in regards to Google Analytics, and Google Ads.

How You Can Access, Update, Or Remove Your Data

Due to how data storage mechanisms work it is impossible in most cases for us to completely remove information from our systems, although we have built in a secondary system which will allow you to mark your data for deletion, which will force our servers to treat it as if it were not there in the first place. The purpose in us doing this was to give you as the user complete control over what information you exposed, and how that information is presented.

Though some parts of your information may be publically viewable, those parts will be denoted when you initially, or subsequently modify your information.

You can easily view, update, access, and mark for deletion your Personal Information, as well as, update your subscription preferences at any time by logging in to your account within our services (or if you do not have an account and wish to be taken off email lists, click the unsubscribe link that the bottom of the emails). Once logged into our services you may access our information control mechanisms in your "Account Settings" page.

If you make a request to mark your Personal Information for deletion and the respective Personal Information is necessary for the products or services you have requested/purchased your request will be honored only to the extent that it is no longer necessary for any product or service purchased or required for our legitimate business purposes or legal record keeping requirements.

If you are unable for any reason to access your Account Settings, you may also contact us via our "Home" page, and use the provided contact form, or by emailing us directly at privacy@southsidecustoms.net.

Changes In Our Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy we will post those changes to this Privacy Policy and any other place we deem appropriate, so that you are able to be made aware of those changes. If we make material changes to this Privacy Policy, we will notify you here, by email, at least thirty (30) days prior to publishing those material changes.

Contact Us

You may contact us regarding this Privacy Policy by sending a letter to:

Southside Customs
1853 Canova St SE
Palm Bay, Florida, 32907

Or by reaching our business line at (321) 704-3358. You may also contact us via email at:
privacy@southsidecustoms.net.