

Website Privacy Policy

Effective Date: 9/16/25

Privacy Policy

1. Introduction

Welcome to Rooted and Wild Holistic Wellness ("we," "our," or "us"). We are committed to protecting your privacy and safeguarding your personal information. This Privacy Policy outlines the types of information we collect, how we use it, when and why we may share it, and your choices regarding your personal information.

By using our website [Rooted & Wild Holistic Wellness](#), you consent to the practices described in this Privacy Policy. Please take a moment to carefully read and understand our policies.

2. Information We Collect and Use

When using our website, we may gather personal information such as, but not limited to, your name, email address, IP Address, and telephone number ("Personal Information"). We do not sell your personal information or share it unless required by law.

Please note that we are not responsible for the privacy practices of third-party websites linked to or from our site. Any personal information you provide on such third-party sites is governed by their privacy policies.

3. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.

4. Security

We value your privacy and take reasonable precautions to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

5. Third Party Services.

We may use third-party tools and services including, but not by way of limitation, analytics providers or payment processors (such as Google Analytics, Stripe, and Mailchimp as well as others) to enhance the functionality of our website. These third parties may have access to certain personal information as necessary for performing their functions, but they are not permitted to use it for other purposes.

6. NYS Shield Act. We take reasonable administrative, technical, and physical safeguards to protect personal information in accordance with the New York SHIELD Act. These measures are designed to prevent unauthorized access, use, disclosure, or destruction of your personal information.

7. California and EU Privacy Rights. If you are a resident of California or the European Union, you may have additional rights under privacy laws such as the California Consumer Privacy Act (CCPA/CPRA) and the General Data Protection Regulation (GDPR). These rights may include:

- The right to access the personal data we hold about you
- The right to correct or delete your personal data
- The right to opt out of the sale or sharing of your personal data (California)
- The right to restrict or object to certain data processing activities (EU)

To exercise any of these rights, please contact us. We will respond in accordance with applicable data protection laws.

8. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for operational, legal, or regulatory reasons. Any material changes will be posted on our website with an updated effective date. Your continued use of the website after any such updates constitutes your agreement to the revised Privacy Policy.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at Kyla@RootedandWildHolisticWellness.com.

10. Acceptance of Terms

By using our website, you acknowledge that you have read, understood, and agree to the terms outlined in this Privacy Policy.

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