

Privacy Policy for Brandon Bridal Group, LLC D/B/A The Bridal Boutique on Tour

Effective Date: 06.01.2026

Last Updated: 06.01.2026

Brandon Bridal Group, LLC (“Company,” “we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and protect your information when you visit our website, <https://www.thebridalboutiqueontour.com/> (the “Website”), or engage with us through other means, including SMS and email communications. By using our Website, you agree to the terms of this Privacy Policy.

1. Information We Collect

a. We collect the following types of information:

- i. Personal Information: Name, email address, phone number, billing and shipping address, payment information, and other details provided during account creation or purchase.
- ii. Transactional Information: Details of purchases made on our Website.
- iii. Technical Information: IP address, browser type, device information, and browsing behavior.
- iv. Geolocation Data: If enabled on your device.
- v. Communication Preferences: SMS and email opt-in preferences.

2. How We Use Your Information

a. We use your information for the following purposes:

- i. To process and fulfill orders, including payment processing and shipping.
- ii. To send transactional and promotional communications (e.g., SMS and email marketing).
- iii. To comply with legal obligations, including Florida Digital Bill of Rights (FDBR), FDUTPA, TCPA, FTSA, CAN-SPAM Act, and PCI DSS requirements.
- iv. To improve our Website and customer experience.
- v. To detect and prevent fraud or unauthorized activities.

3. Data Sharing Practices

a. We may share your information with:

- i. Service Providers: Third-party vendors for payment processing, shipping, marketing, and analytics.
- ii. Legal Authorities: When required by law or to protect our legal rights.

- iii. Business Transfers: In the event of a merger, acquisition, or sale of assets.
 - b. We do not sell your personal information to third parties.
- 4. Consumer Rights
 - a. Under the Florida Digital Bill of Rights (FDBR) and other applicable laws, you have the following rights:
 - i. Access and Correction: Request access to or correction of your personal information.
 - ii. Deletion: Request deletion of your personal information, subject to legal retention requirements.
 - iii. Opt-Out: Opt out of data collection for targeted advertising or sale of personal data.
 - iv. Prohibition of Dark Patterns: We do not use deceptive interfaces to manipulate your consent.
 - b. To exercise your rights, contact us at brandonbridalgroup@gmail.com.
- 5. Opt-In and Opt-Out Mechanisms
 - a. SMS Communications: By opting in, you consent to receive SMS messages for transactional and promotional purposes. You may opt out at any time by replying "STOP."
 - b. Email Communications: You may unsubscribe from marketing emails by clicking the "unsubscribe" link in any email.
- 6. Data Retention
 - a. We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.
- 7. Compliance with Laws and Regulations
 - a. Florida Digital Bill of Rights (FDBR): We comply with FDBR requirements, including providing opt-out mechanisms and avoiding dark patterns.
 - b. FDUTPA: We adhere to the Florida Deceptive and Unfair Trade Practices Act by avoiding unfair or deceptive practices.
 - c. TCPA and FTSA: We obtain prior express written consent for SMS communications and honor opt-out requests within 15 days.
 - d. CAN-SPAM Act: We include truthful subject lines, sender identification, and opt-out instructions in all marketing emails.
 - e. FTC Regulations: We ensure transparency in advertising and data collection practices.
 - f. PCI DSS Compliance: We use secure payment processing systems to protect your financial information.
 - g. ADA/WCAG Accessibility: Our Website complies with WCAG 2.1 AA standards to ensure accessibility for individuals with disabilities.
- 8. Third-Party Sharing

- a. We may share your information with third-party service providers for the purposes of payment processing, marketing, and analytics. These providers are contractually obligated to protect your information and use it only for the services they provide to us.
9. Security Measures
 - a. We implement industry-standard security measures, including encryption and secure servers, to protect your personal information.
10. Children's Privacy
 - a. Our Website is not intended for children. We do not knowingly collect personal information from children.
11. Changes to This Privacy Policy
 - a. We may update this Privacy Policy from time to time. Changes will be effective upon posting on the Website. Your continued use of the Website constitutes acceptance of the updated Privacy Policy.
12. Contact Information
 - a. If you have any questions or concerns about this Privacy Policy, please contact us at:
 - i. Email: brandonbridalgroup@gmail.com
 - ii. Phone: ?
 - iii. Address: ?

By using our Website, you acknowledge that you have read, understood, and agree to this Privacy Policy.