

Privacy Policy

1. Introduction

California Fashion Association ("we," "us," or "our") respects the privacy of its users ("you") and has developed this Privacy Policy to demonstrate its commitment to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.calfashion.org and use any of our services. Please read this Privacy Policy carefully.

By using our website and services, you consent to the collection, use, disclosure, and storage of your personal information as described in this Privacy Policy.

2. Information We Collect

(a) Personal Information

We may collect personal information that you voluntarily provide to us when you use our website, such as your name, email address, mailing address, and phone number. For example, we collect personal information when you register for an account, sign up for a newsletter.

(b) Non-Personal Information

We may also collect non-personal information automatically as you navigate our website, such as your IP address, browser type, operating system, and information about the pages you visit, the time you spend on each page, and the links you click.

(c) Cookies and Web Beacons

We use cookies and web beacons to collect information about your preferences and to provide a more personalized experience. You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of our website may not function properly without cookies.

3 . Use of Collected Information

We may use the information we collect for various purposes, including:

- To provide, maintain, and improve our website and services.
- To process transactions and send you related information, including confirmations and receipts.
- To communicate with you, including sending newsletters, marketing materials, and responding to inquiries.
- To monitor and analyze usage and trends to improve user experiences.
- To protect the security and integrity of our website and services.

4. Sharing of Information

We do not sell, trade, or rent your personal information to third parties. We may share your personal information with trusted third parties who assist us in operating our website, conducting our business, or providing services to you, as long as these parties agree to keep this information confidential.

We may also disclose your personal information when required by law, to enforce our site policies, or to protect our rights, property, or safety, or that of others.

5. Data Security

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

6. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or the content of these third-party websites. Please review the privacy policies of any third-party websites you visit.

7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for updates.