575 Horsham Road, Unit D-38 #116
Horsham, PA 19044
(888) 572-0999
info@frontlineapparelcompany.com
www.frontlineapparelcompany.com

PRIVACY POLICY

Frontline Apparel LLC, doing business as Frontline Apparel ("Frontline Apparel," "we," "us," or "our"), respects the privacy of our customers, website visitors, prospective customers, and other individuals who interact with our business.

This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you visit our websites, place an order, request a quote, communicate with us, use a customer or organization web store, submit artwork or other files, or otherwise interact with Frontline Apparel.

This Privacy Policy should be read together with our Terms and Conditions, Refund & Return Policy, and any other policies or disclosures applicable to a particular transaction or service.

1. Scope of This Privacy Policy

This Privacy Policy applies to personal information collected through:

- Frontline Apparel websites and online stores;
- customer, organization, team, school, company, fundraising, and other hosted web stores operated by or through Frontline Apparel;
- online checkout and payment systems;
- quote and contact request forms;
- customer accounts and portals;
- email, telephone, text, and other communications with us;
- invoices, estimates, purchase orders, credit applications, and other business records;
- artwork, logos, photographs, designs, personalization information, and other files submitted to us;
- in-person transactions; and
- other interactions in connection with our products and services.

Third-party websites, platforms, payment processors, and services may maintain their own privacy policies. Their privacy practices are governed by their respective policies.

2. Information We Collect

Depending upon how you interact with Frontline Apparel, we may collect the following categories of information.

A. Contact and Identification Information

This may include:

- name;
- company or organization name;
- billing and shipping address;
- email address;
- telephone number;
- job title or organizational role; and
- customer or account identifiers.

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B. Order and Transaction Information

When you request a quote, place an order, make a purchase, or otherwise conduct business with us, we may collect information including:

- products and services ordered;
- garment styles, sizes, colors, and quantities;
- decoration methods and specifications;
- personalization information;
- artwork selections and approvals;
- order history;
- quote and invoice information;
- purchase order information;
- shipping and delivery information;
- payment status;
- refunds, returns, claims, and disputes; and
- communications relating to your transaction.

C. Payment Information

Payments may be processed by third-party payment processors or financial institutions.

Depending on the payment method used, we or our payment providers may collect information necessary to process and document the transaction. Frontline Apparel generally does not need to retain complete payment-card information when transactions are processed through third-party payment platforms. Payment processors may collect and process payment-card numbers, expiration dates, security information, billing addresses, bank information, and other financial information according to their own privacy policies and security practices.

D. Artwork and Customer-Provided Content

Because Frontline Apparel provides custom apparel, promotional products, printing, decoration, graphic design, and related services, customers may provide us with:

- logos;
- trademarks;
- artwork;
- photographs;
- graphics;
- names;
- numbers;
- employee or participant information;
- personalization lists;
- embroidery files;
- print files;
- brand guidelines; and
- other customer-provided content.

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We use this information as reasonably necessary to prepare proofs, produce products, provide requested services, maintain production records, reproduce approved orders, and administer our relationship with the customer. Submission and use of customer-provided artwork and intellectual property are also subject to the intellectual-property provisions of our Terms and Conditions.

E. Website and Device Information

When you use our websites or online stores, certain information may be collected automatically, including:

- IP address;
- browser type;
- device type;
- operating system;
- referring website;
- pages viewed;
- links clicked;
- approximate geographic information derived from an IP address;
- dates and times of visits; and
- other technical and usage information.

F. Communications

We may retain communications you send to us, including emails, contact-form submissions, quote requests, artwork approvals, customer-service inquiries, and other correspondence. Electronic approvals and communications relating to transactions may also constitute business records as described in our Terms and Conditions.

3. How We Use Information

We may use personal information to:

- prepare estimates and quotes;
- process and fulfill orders;
- create and administer customer accounts;
- process payments;
- communicate regarding orders and services;
- prepare and obtain approval of artwork and proofs;
- produce custom and personalized merchandise;
- provide graphic-design and related services;
- operate customer and organization web stores;
- process shipping, delivery, and pickup;
- administer fundraising and spirit wear programs;
- provide customer service;
- maintain transaction and production records;
- process returns, refunds, defect claims, and disputes;
- detect or prevent fraud and unauthorized transactions;
- maintain and improve our websites, products, and services

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- perform internal accounting, reporting, analytics, and business administration;
- enforce our Terms and Conditions and other agreements;
- protect our business, customers, employees, and others;
- comply with legal, regulatory, tax, accounting, and recordkeeping obligations; and
- accomplish other purposes disclosed when information is collected or with your consent.

4. Web Stores and Organization Programs

Frontline Apparel may create or operate online stores for companies, schools, teams, clubs, nonprofit organizations, first responders, fundraising campaigns, employee programs, and other organizations. When you purchase through one of these stores, Frontline Apparel may collect information necessary to fulfill your order. Depending upon the nature of the program, limited information may also be shared with the organization sponsoring the store when reasonably necessary to administer the program, coordinate distribution, reconcile fundraising proceeds, resolve customer-service matters, or otherwise operate the store. We do not authorize sponsoring organizations to use information supplied by Frontline Apparel for unrelated purposes unless otherwise disclosed or permitted by law.

5. How We Disclose Information

Frontline Apparel may disclose information to third parties when reasonably necessary to operate our business, fulfill transactions, provide services, or comply with legal obligations.

These parties may include:

- payment processors and financial institutions;
- apparel and promotional-product suppliers;
- manufacturers;
- decorators and production partners;
- embroidery, printing, engraving, and other specialty-production providers;
- shipping carriers and delivery services;
- fulfillment and warehousing providers;
- website and ecommerce providers;
- cloud-storage and information-technology providers;
- email and communications providers;
- accounting and business-management platforms;
- professional advisers, including accountants, attorneys, and insurers; and
- other vendors performing services on our behalf.

For example, fulfilling a custom promotional-products order may require us to provide a supplier or manufacturer with customer artwork, product specifications, personalization information, shipping information, or other information necessary to manufacture and deliver the products. We seek to limit disclosures to information reasonably necessary for the applicable business purpose.

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6. Sale of Personal Information

Frontline Apparel does not sell personal information for monetary consideration as part of its ordinary business operations. We may disclose personal information to service providers, suppliers, production partners, payment processors, shipping carriers, technology providers, and similar parties for legitimate operational purposes as described in this Policy. Certain privacy laws may define terms such as "sale," "sharing," or "targeted advertising" more broadly than an ordinary sale of information. Where applicable law provides additional rights concerning these activities, we will honor those rights as required by law.

7. Cookies and Similar Technologies

Our websites and ecommerce platforms may use cookies and similar technologies to:

- maintain website functionality;
- remember preferences;
- operate shopping carts and checkout;
- maintain account sessions;
- understand website traffic and usage;
- detect security issues or fraud;
- measure website performance; and
- support marketing and advertising activities where applicable.

Some cookies are necessary for website and checkout functionality. Your browser may allow you to block or delete cookies. Disabling certain cookies may prevent some website or ecommerce features from functioning properly. Where required by applicable law, we will provide additional choices or consent mechanisms concerning nonessential cookies or similar technologies.

8. Analytics and Advertising

We may use third-party analytics, ecommerce, or advertising services to understand how our websites are used, measure marketing effectiveness, improve our services, and communicate with prospective or existing customers. These providers may use cookies or similar technologies and may collect information about interactions with our websites in accordance with their own privacy practices. Where required by law, we will provide applicable notices and choices regarding these technologies.

9. Marketing Communications

If you subscribe to promotional emails or otherwise consent to receive marketing communications from us, we may use your contact information to communicate about Frontline Apparel products, services, promotions, web stores, or other offerings. You may unsubscribe from marketing emails using the unsubscribe mechanism provided in those communications. Opting out of marketing communications does not prevent us from sending transactional or administrative communications, including order confirmations, invoices, proofs, payment notices, shipping notifications, customer-service communications, or notices concerning an existing business relationship.

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10. Data Retention

We retain personal information for as long as reasonably necessary for the purposes for which it was collected, including to:

- fulfill orders
- maintain customer and production records;
- facilitate reorders;
- provide customer service;
- maintain artwork and approval records;
- administer warranties, claims, refunds, and disputes;
- maintain accounting and tax records;
- prevent fraud;
- enforce agreements; and
- satisfy legal and regulatory obligations.

Retention periods may vary depending upon the type of information and the nature of the transaction. When information is no longer reasonably necessary, we may delete, anonymize, or otherwise dispose of it, subject to applicable legal and operational requirements.

11. Data Security

Frontline Apparel uses reasonable administrative, technical, and physical safeguards appropriate to the nature of the information we maintain and the circumstances of our business. However, no website, electronic transmission, information system, or storage system can be guaranteed to be completely secure. Accordingly, we cannot guarantee absolute security of information transmitted to or maintained by us. Customers should avoid transmitting sensitive information through unsecured communication methods when a more secure method is available.

12. Data Breach Notification

If Frontline Apparel becomes aware of a security incident involving personal information, we will investigate the incident and provide notices to affected individuals, government agencies, or other parties when required by applicable law.

13. Your Privacy Choices and Rights

Depending upon your state of residence and applicable law, you may have rights regarding personal information maintained about you.

These rights may include the ability to request:

- access to certain personal information;
- correction of inaccurate information;
- deletion of certain information;
- information concerning certain disclosures or processing activities; or
- exercise of other privacy rights provided by applicable law.

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These rights are subject to applicable exceptions. For example, we may need to retain information to complete transactions, maintain legally required records, establish or defend legal claims, prevent fraud, or fulfill contractual obligations. We may take reasonable steps to verify the identity and authority of a person making a privacy request. We will not unlawfully discriminate against an individual for exercising a privacy right provided by applicable law.

14. Children's Privacy

Frontline Apparel's websites and services are not directed toward children under 13, and we do not knowingly collect personal information directly from children under 13 through our general commercial websites without appropriate authorization. Some products or programs may involve schools, youth organizations, athletic teams, or other organizations serving minors. Information necessary for those programs should be submitted by a parent, guardian, authorized organization representative, or other person authorized to provide the information. If we learn that personal information from a child under 13 has been collected in circumstances requiring parental consent and such consent was not obtained, we will take appropriate steps consistent with applicable law.

15. Business Customers and Employee Information

Customers purchasing on behalf of businesses, government agencies, schools, nonprofits, teams, or other organizations may provide personal information relating to employees, members, students, participants, or other individuals. The customer or organization providing that information is responsible for having appropriate authority to provide it to Frontline Apparel for the requested purpose. We will use such information as reasonably necessary to provide the requested products or services and otherwise as described in this Privacy Policy.

16. Third-Party Websites and Services

Our websites may contain links to third-party websites, platforms, social-media services, payment providers, or other services. Frontline Apparel does not control the privacy practices of independent third parties. Your interaction with those services is governed by the applicable third party's terms and privacy policies.

17. Legal Requirements and Protection of Rights

We may preserve or disclose information when reasonably necessary to:

- comply with applicable laws or regulations;
- respond to subpoenas, court orders, warrants, or other lawful process;
- cooperate with law enforcement or regulatory authorities;
- investigate suspected fraud or unlawful activity;
- enforce our agreements and policies;
- protect our legal rights or property; or
- protect the safety or rights of customers, employees, Frontline Apparel, or others.

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18. Business Transfers

If Frontline Apparel is involved in a merger, acquisition, reorganization, financing, sale of assets, transfer of ownership, bankruptcy, or similar business transaction, information may be disclosed or transferred as part of that transaction, subject to applicable law.

19. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business practices, technology, services, or legal requirements. When we make changes, we will update the "Last Updated" date at the beginning of this Policy. If a change materially affects how previously collected personal information is used or disclosed, we will provide any additional notice or obtain any consent required by applicable law.

20. Relationship to Other Frontline Apparel Policies

This Privacy Policy addresses the collection, use, disclosure, retention, and protection of personal information. Purchases and use of Frontline Apparel products and services are separately governed by our Terms and Conditions, Refund & Return Policy, applicable invoice or checkout terms, and any written agreement applicable to a particular transaction. If a provision of this Privacy Policy conflicts with a mandatory requirement of applicable privacy law, the applicable legal requirement will control to the extent of the conflict. Nothing in this Privacy Policy is intended to waive any right that cannot lawfully be waived.

21. Contact Us

Questions, concerns, or requests regarding this Privacy Policy or Frontline Apparel's privacy practices may be submitted to:

Frontline Apparel LLC
Frontline Apparel
Pennsylvania, United States

Email: [Privacy/Customer Service Email]
Website: [Frontline Apparel Website]

Please include sufficient information for us to understand and respond to your request.

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