



Privacy Policy

Effective Date: July 1st, 2025

Last Updated: July 1st, 2025

At **Crude Coffee**, your privacy matters, almost as much as your caffeine intake. This Privacy Policy explains what data we collect, how we use it, and how we keep it safe when you visit our site or buy our products.

1. What We Collect

When you visit www.crudecoffee.com, place an order, or interact with us, we collect the following information:

Personal Information:

- Name
- Shipping and billing address
- Email address
- Phone number
- Payment details (processed securely by third-party providers)

Device & Usage Data:

- IP address

- Browser type
- Pages visited
- Time spent on pages
- Referral URLs

Cookies & Tracking:

- We use cookies and pixels (including the **Meta Pixel**) to track user behavior, for analytics and advertising purposes.
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2. How We Use Your Information

We use the data collected to:

- Fulfill and ship your orders
 - Send order confirmations and customer service messages
 - Improve our website and shopping experience
 - Run marketing and remarketing campaigns via Meta (Facebook and Instagram) and other platforms
 - Prevent fraud and ensure security
 - Comply with legal obligations
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3. Sharing Your Information

We **never sell** your personal information.

We share limited data with trusted third-party services to power our store and marketing, including:

- **WooCommerce** – Our online store platform. WooCommerce does not access your payment information but facilitates product selection, checkout, and order tracking.
- **Stripe** – Our secure payment processor. Stripe handles and stores your payment details in compliance with **PCI DSS standards**, and **Crude Coffee does not store your credit card numbers**. Learn more at [Stripe's Privacy Policy](#).
- **Meta (Facebook & Instagram)** – We use the Meta Pixel to help track visitor behavior for advertising and analytics.
- **Google Analytics** – For performance monitoring and website improvement.
- **Email service providers** – To send transactional and marketing emails.

All partners are bound by strict data protection obligations.

4. Meta (Facebook & Instagram) Compliance

Crude Coffee uses the **Meta Pixel** to collect data on your interactions with our website. This helps us:

- Show you more relevant ads
- Measure the success of our ad campaigns
- Improve your experience based on past activity

By continuing to use our website, you consent to the collection and sharing of this data with Meta, in accordance with [Meta's Data Policy](#).

You can manage your ad preferences directly on Facebook or Instagram.

5. WooCommerce Compliance

WooCommerce stores customer data such as name, email, address, and order details for order processing and customer account management.

It uses cookies to track cart activity and login sessions, and only authorized site administrators have access to order data.

All WooCommerce operations on our site comply with **GDPR**, **CCPA**, and **other data protection regulations**.

6. Stripe Compliance

Crude Coffee uses **Stripe** to process all payments securely. Stripe:

- Is PCI-DSS Level 1 certified (the highest level of payment security)
- Encrypts all payment data
- Does not share your full card information with Crude Coffee
- Complies with international privacy laws including GDPR and CCPA

You can review Stripe's privacy practices at stripe.com/privacy.

7. Your Rights

Depending on your location (e.g., California, EU), you may have rights to:

- Access the personal data we hold about you
- Correct or update your information
- Request deletion of your data
- Opt out of marketing communications
- Limit or object to data processing

To exercise any of these rights, email us at: **privacy@crudecoffeeinc.com**

8. Data Retention

We retain your information only as long as necessary to:

- Complete transactions
 - Provide customer support
 - Maintain legal and tax records
 - Improve our services
- You may request deletion of your data at any time.
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9. Security

We take data security seriously. Your data is encrypted and stored securely, and we use industry-standard best practices to prevent unauthorized access, misuse, or disclosure.

10. Updates

We may update this Privacy Policy as needed to reflect changes in laws, technology, or our business. When we do, we'll update the "Effective Date" at the top.

11. Contact Us

Questions? Complaints? Or just want to talk privacy?

Crude Coffee Privacy Team

Email: privacy@crudecoffeeinc.com