

1. Information We Collect

We collect information you provide directly when you:

- Sign up for our newsletter or email list
- Contact us through forms on the Site
- Subscribe to updates or other communications

Types of personal information we collect include:

- Email address
- First and last name (optional if provided)
- Any message content you submit via contact forms

We may also collect *automatically*:

- IP address
- Browser type and settings
- Device identifiers
- Usage data via cookies and analytics tools

2. How We Use Your Information

We use your information for the following purposes:

- To operate and improve the Site:
- To understand how users interact with the Site and to make improvements.

- To communicate with you:
- To send newsletters, marketing communications, updates, and other information you request.
- You can opt out at any time.

- To comply with legal obligations:
- If required by law or legal process.

3. Newsletter & Marketing Consent

You expressly consent to receive email communications from us when you:

- Check the newsletter signup box
- Provide your email address in our signup form
- Confirm subscription via any double-opt-in process

You may unsubscribe at any time by clicking the “unsubscribe” link in any email or contacting us at shapeofcircus@gmail.com

4. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Improve user experience
- Monitor website usage
- Support analytics tools

You can manage or disable cookies through your browser settings, though this may affect site functionality.

5. Analytics

We may use third-party analytics tools to help measure traffic and usage trends, including but not limited to:

- Web analytics services
- Performance and error tracking

These tools may collect information sent by your device or generated during your use of the Site.

6. Sharing Your Information

We will NOT sell your personal information.

We may share your information with:

- Service providers who help with site hosting, analytics, email delivery, and similar services
- Legal authorities, if required by law

We take commercially reasonable steps to ensure third-party service providers protect your data.

7. Data Retention

We retain your personal information only as long as necessary to:

- Provide the services you requested
- Comply with legal obligations
- Resolve disputes and enforce agreements

8. Your Rights and Choices

Depending on your jurisdiction, you may have rights to:

- Access the personal information we hold about you
- Request corrections or updates
- Request deletion
- Withdraw consent

To exercise these rights, contact shapeofcircus@gmail.com

9. Children's Privacy

Our Site is not intended for children under 13. We do not knowingly collect personal information from minors under 13. If you believe we have unintentionally collected such information, please contact us so we can delete it.

10. Security

We implement reasonable technical and organizational measures designed to protect your information. However, no method of transmission or storage is 100% secure.

11. Changes to This Policy

We may update this Policy from time to time. The "Last updated" date at the top indicates when it was last revised. If changes are significant, we will make reasonable efforts to notify you.

12. Contact Us

If you have questions, requests, or concerns about this policy, contact:

Shape of Circus
shapeofcircus@gmail.com