

Walter Red Books LLC Privacy Policy

Effective Date: 06-18-25

Last Updated: 08-02-25

1. Introduction

Walter Red Books LLC (“we,” “our,” “us”) values your privacy and is committed to protecting your personal data. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website, make a purchase, or otherwise interact with us.

This policy applies to all users regardless of location, including residents of the United States, the European Economic Area (EEA), the United Kingdom (UK), and other jurisdictions with data protection laws.

2. Information We Collect

We collect the following categories of information:

a) Personal Information You Provide

- Name, billing/shipping address, phone number, and email address.
- Account login credentials (if you create an account).
- Payment information (processed securely via third-party payment processors).
- Any other information you voluntarily submit (e.g., contact form inquiries).

b) Automatically Collected Information

- IP address, device type, operating system, browser type/version.
 - Pages visited, time spent on site, and navigation paths.
 - Cookies, pixel tags, and similar technologies (see Section 8).
-

3. How We Use Your Information

We use your information to:

- Process, fulfill, and ship your orders.
- Communicate with you regarding orders, products, and services.

- Respond to customer service requests.
 - Send marketing communications if you opt-in (with unsubscribe options).
 - Improve our website, services, and customer experience.
 - Detect and prevent fraud, unauthorized transactions, and abuse.
 - Comply with legal obligations.
-

4. Legal Bases for Processing (GDPR/UK GDPR)

For visitors from the EEA/UK, we process your personal data under one or more of the following legal bases:

- **Contractual necessity:** to fulfill our agreement with you (e.g., processing an order).
 - **Consent:** for marketing communications and non-essential cookies.
 - **Legitimate interests:** improving our services, preventing fraud, ensuring network security.
 - **Legal obligation:** complying with tax, accounting, and other laws.
-

5. Sharing & Disclosure of Your Information

We do **not** sell your personal data. We may share your data with:

- **Service providers:** payment processors, shipping carriers, email providers, analytics services.
- **Business transfers:** if Walter Red Books LLC merges, sells assets, or undergoes restructuring.
- **Legal requirements:** to comply with applicable laws, regulations, or court orders.

All third parties are contractually obligated to protect your data and use it only for the agreed purposes.

6. Data Retention

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

- The purposes outlined in this policy.
- Legal and tax compliance requirements.
- Dispute resolution and enforcement of agreements.

When data is no longer required, it will be securely deleted or anonymized.

7. International Data Transfers

Walter Red Books LLC is based in the United States. If you are accessing our site from outside the U.S., your information will be transferred to, stored, and processed in the U.S. or other jurisdictions. We take appropriate safeguards (e.g., Standard Contractual Clauses) to protect data in compliance with applicable law.

8. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Enable website functionality.
- Analyze site traffic and performance.
- Remember user preferences.
- Serve targeted advertisements (if applicable).

You can disable cookies in your browser settings. Essential cookies are required for site operation and cannot be disabled.

9. Your Rights

Under GDPR/UK GDPR:

- Access, correct, or delete your data.
- Restrict or object to processing.
- Data portability.
- Withdraw consent at any time (without affecting prior processing).

Under CCPA/CPRA (California Residents):

- Right to know what personal information we collect, use, and disclose.
- Right to request deletion.
- Right to opt-out of the sale or sharing of personal information.
- Right to non-discrimination for exercising your privacy rights.

To exercise any of these rights, contact us at: **walter@walterredbooks.com**. We will verify your request before acting on it.

10. Data Security

We implement technical, administrative, and physical safeguards to protect your information from unauthorized access, use, alteration, or disclosure. However, no internet-based system can be 100% secure.

11. Children's Privacy

Our website is not directed to individuals under the age of 13 (or the minimum age of consent in your jurisdiction). We do not knowingly collect personal data from children. If you believe we have collected such data, contact us immediately.

12. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices or content of those sites.

13. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with the "Last Updated" date changed. If changes are significant, we may notify you via email or site notice.

14. Contact Us

If you have any questions or concerns regarding this Privacy Policy or your personal data, please contact:

Walter Red Books LLC

Email: walter@walteredbooks.com