



# WALTER RED BOOKS LLC PRIVACY POLICY

Effective Date: 06-18-25

Last Updated: 01-10-26

## 1. INTRODUCTION

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

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 applicable data protection laws.

Walter Red Books LLC is the **data controller** for purposes of applicable privacy laws.

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## 2. INFORMATION WE COLLECT

### A) PERSONAL INFORMATION YOU PROVIDE

- Name, billing and shipping address, telephone number, and email address
- Account credentials if you create an account
- Payment information (processed securely by third-party payment processors; we do not store full payment details)
- Communications you send to us, including inquiries or correspondence

### B) AUTOMATICALLY COLLECTED INFORMATION

- IP address, device type, operating system, and browser type/version
  - Pages viewed, referring URLs, time spent on pages, and navigation paths
  - Log files and security monitoring data for fraud prevention and site integrity
  - Cookies and similar technologies (see Section 8)
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### 3. HOW WE USE YOUR INFORMATION

We use collected information to:

- Process, fulfill, and ship orders
  - Deliver digital products and services
  - Communicate regarding purchases, updates, or support requests
  - Improve website functionality, performance, and content
  - Detect, prevent, and investigate fraud, abuse, or security incidents
  - Send marketing communications when you have opted in (with unsubscribe options)
  - Comply with legal, accounting, and regulatory obligations
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### 4. LEGAL BASES FOR PROCESSING (GDPR / UK GDPR)

For users in the EEA or UK, we process personal data under one or more of the following legal bases:

- **Contractual necessity:** to fulfill purchases or provide services
  - **Consent:** for marketing communications and non-essential cookies
  - **Legitimate interests:** improving services, securing systems, preventing fraud
  - **Legal obligation:** compliance with tax, accounting, and other applicable laws
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### 5. SHARING & DISCLOSURE OF INFORMATION

We do **not** sell your personal information.

We may share information with:

- Service providers (payment processors, shipping carriers, email services, analytics providers)
- Professional advisors (accounting, legal, compliance) where necessary
- Authorities or regulators when required by law or legal process
- Successor entities in the event of a merger, acquisition, or asset transfer

All third parties are contractually obligated to protect personal data and use it only for authorized purposes.

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## 6. DATA RETENTION

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

- Order fulfillment and customer service
- Legal, tax, and accounting compliance
- Security monitoring and dispute resolution

When information is no longer required, it is securely deleted or anonymized.

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## 7. INTERNATIONAL DATA TRANSFERS

Walter Red Books LLC operates in the United States. If you access our services from outside the U.S., your information may be transferred to and processed in the U.S. or other jurisdictions.

Where required, we implement appropriate safeguards such as Standard Contractual Clauses to protect international data transfers.

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## 8. COOKIES & TRACKING TECHNOLOGIES

We use cookies and similar technologies to:

- Enable core site functionality
- Remember preferences
- Analyze site usage and performance
- Support security and fraud prevention

Non-essential cookies are used only where permitted by law. You may manage cookie preferences through your browser settings. Essential cookies cannot be disabled.

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## 9. AUTOMATED PROCESSING & AI USE

Walter Red Books LLC does not engage in automated decision-making or profiling that produces legal or similarly significant effects.

Where automation or AI-assisted tools are used internally (e.g., fraud detection, content moderation, operational support), they are employed in a limited, human-supervised manner.

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## 10. YOUR RIGHTS

### GDPR / UK GDPR RIGHTS

You have the right to:

- Access, correct, or delete your personal data
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time

### CALIFORNIA PRIVACY RIGHTS (CCPA / CPRA)

California residents have the right to:

- Know what personal information we collect, use, and disclose
- Request deletion of personal information
- Opt out of the sale or sharing of personal information (we do not sell data)
- Receive non-discriminatory treatment for exercising privacy rights

To exercise any rights, contact us at [walter@walteredbooks.com](mailto:walter@walteredbooks.com). We will verify requests as required by law.

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## 11. DATA SECURITY

We implement reasonable administrative, technical, and physical safeguards to protect personal information. However, no method of transmission or storage is completely secure, and absolute security cannot be guaranteed.

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## 12. CHILDREN'S PRIVACY

Our services are not directed to individuals under the age of 13 (or the minimum age required by applicable law). We do not knowingly collect personal data from children.

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## 13. THIRD-PARTY LINKS

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

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## 14. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Updates will be posted with a revised "Last Updated" date. Material changes may be communicated through site notices or email where appropriate.

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## 15. CONTACT INFORMATION

For questions or privacy requests:

**Walter Red Books LLC**

Email: [walter@walterredbooks.com](mailto:walter@walterredbooks.com)