

Privacy Policy

Last Updated: May 26, 2026

Fusionride LLC ("we," "us," or "our") respects your privacy. This policy explains how we collect, use, and protect your information across our e-commerce platform.

1. INFORMATION WE COLLECT

- **Personal Identifiers:** Name, email address, and phone number.
- **Transactional Data:** Billing/shipping address and payment details (processed securely via Wix Payments; we do not store full credit card numbers) and Easyship, a shipping marketplace.
- **Technical/Usage Data:** IP address, browser type, and interaction data collected via Google Analytics and Wix cookies.

2. USE OF YOUR INFORMATION

We use your data to:

- Fulfill and ship orders for the ShredLORD and other products.
- Deliver mandatory safety updates and digital manuals.
- Analyze website performance via Google Analytics.
- Send marketing communications via AWS SES and Sendy (only with your consent).

3. SHARING WITH THIRD PARTIES

We share information with essential sub-processors to operate our business:

- **Wix:** Our website and store host.
- **Wix Payments:** For secure transaction processing.
- **AWS SES and Sendy:** For email delivery and marketing.

- **Google Analytics:** For traffic and behavioral analysis.
- **Shipping Carriers:** USPS, UPS, Easyship and FedEx to deliver your orders.
- **Legal Authorities:** If required to comply with law or protect our rights.

4. DATA SECURITY AND RETENTION

We implement industry-standard security measures to protect your data. We retain order information for as long as necessary to fulfill legal, tax, and safety obligations (such as product recall tracking).

5. CHILDREN UNDER THE AGE OF 18

Our Services are not intended for children under 18. We do not knowingly collect personal information from children under 18.

6. YOUR U.S. STATE PRIVACY RIGHTS

Depending on your state (e.g., California, Virginia, Colorado), you may have the right to access, correct, or delete your personal data or opt-out of certain data sharing. Contact us at support to exercise these rights.

7. CHANGES TO OUR PRIVACY POLICY

It is our policy to post any changes we make to our privacy policy on this page. The date the privacy policy was last revised is identified at the top of the page.