**Privacy Policy**

At **Giddyup Shipping**, we are deeply committed to safeguarding the privacy and personal data of our customers and users. This Privacy Policy outlines how we collect, use, share, and protect the information you provide when interacting with our website, mobile applications, digital platforms, and through other services supporting our operations.

We value your trust and are dedicated to being transparent about our data practices. This policy is designed to help you make informed decisions about sharing your information with us and is regularly reviewed in alignment with emerging technologies, evolving legal requirements, international data protection standards, and the needs of our customers.

**1. Information We Collect**

We collect both personal and technical information through the following means:

**a. Information You Provide Directly**

* Full name
* Contact details (email address, phone number, physical address)
* Payment and billing information
* Delivery instructions
* Other details you voluntarily provide when interacting with us

**b. Information Collected Automatically**

* IP address
* Browser type and version
* Pages visited and time spent on our platforms
* Device type and identifiers

**2. How We Use Your Information**

Your information is used to operate and improve our services, and to provide you with the best possible customer experience. Specifically, we may use your data to:

* Process, track, and deliver shipments
* Provide customer support and respond to inquiries
* Send shipment updates and notifications
* Improve our website functionality, user experience, and service offerings
* Support marketing, promotional, and internal business development initiatives
* Communicate important changes such as service updates, pricing revisions, or promotions

We only use your personal information for legitimate business purposes and in compliance with applicable laws.

**3. Website Usage and Cookies**

**Cookie Usage**
Like most websites, we use cookies and web server logs to understand how our site is used. This includes data such as:

* Visit dates and times
* Pages viewed and time spent
* Sites visited before and after navigating to ours

**What Are Cookies?**
Cookies are small text files stored on your device by a website to enhance your browsing experience. They contain anonymous identifiers and help websites remember your preferences.

You can manage your cookie preferences through your browser settings. Disabling cookies may affect the functionality of certain areas of our site.

**4. How We Share Your Information**

We do not sell or rent your personal information. However, we may disclose your information under the following circumstances:

* When required by law or legal proceedings
* To protect our rights, enforce our terms, or address security or fraud concerns
* To identify, contact, or pursue legal action against individuals violating our Terms of Service
* To protect the safety of our users, employees, or the public

**5. Data Security**

We take data protection seriously and have implemented robust physical, electronic, and administrative safeguards to protect your information. All data is stored securely, including on servers managed by trusted third-party service providers who comply with global data protection regulations.

**6. Consent**

By accessing or using our website, mobile apps, or digital services, you consent to the collection, use, and disclosure of your information as outlined in this Privacy Policy. Continued use of our services following updates to this policy will constitute acceptance of those changes.

**7. Updates to This Policy**

We may revise this Privacy Policy from time to time. Any updates will be posted on our website, and we encourage you to review this page periodically to stay informed about how we protect your data.