Cuddles & Co Privacy Policy

Last updated: November 25, 2026

Cuddles & Co ("Cuddles & Co," "we," "us," or "our") runs the website cuddlesandco.store (the "Site"). This Privacy Policy explains what personal information we collect when you visit the Site or buy from us, how we use and share it, and the choices you have. By using the Site, you agree to this policy.

Contact Us

If you have questions about your privacy or this policy, or want to make a request about your information, contact us:

Cuddles & Co
Email: customersupport@cuddlesandco.store

Information We Collect

Information you give us
When you place an order, create an account, sign up for emails or texts, enter a giveaway, or contact us, we may collect:

- Your name
- Billing and shipping addresses
- Email address and phone number
- Payment information (your card details are handled by our secure payment processors; we do not store full card numbers)
- Order history and the details of your messages to us

Information collected automatically
When you browse the Site, we and our service providers may collect certain information automatically using cookies and similar tools, including:

- IP address, browser type, and device information
- Time zone and general location
- Pages and products you view, search terms you use, and how you got to the Site
- How you interact with the Site, such as clicks and time spent on pages

How We Use Your Information

We use your information to:

- Process and fulfill your orders, including payment, shipping, and order confirmations
- Communicate with you about your order, account, or questions

- Send you updates, promotions, and new product news if you've signed up (you can unsubscribe at any time)
- Run giveaways and promotions
- Screen orders for possible fraud or risk
- Understand how customers use the Site so we can improve our products, shopping experience, and marketing
- Meet our legal, tax, and accounting obligations

How We Share Your Information

We do not sell your personal information. We share it only as needed to run our business, including with:

- Wix, the platform that hosts our Site and online store
- Payment processors that handle your payment securely
- Shipping carriers and fulfillment partners that deliver your order
- Email, text messaging, and marketing service providers
- Analytics and advertising partners (see below)

We may also share information when the law requires it, for example to respond to a subpoena, search warrant, or other lawful request, or to protect our rights, our customers, or the public.

Analytics and Advertising

We may use tools such as Google Analytics and Wix analytics to understand how visitors use the Site. We may also use advertising tools from platforms such as Meta (Facebook and Instagram), TikTok, Pinterest, and Google to show you ads for Cuddles & Co products that may interest you, including on other websites and apps.

You can limit personalized ads through these links:

- Google: https://adssettings.google.com
- Facebook/Instagram: https://www.facebook.com/settings/?tab=ads
- Digital Advertising Alliance: https://optout.aboutads.info
- Network Advertising Initiative: https://optout.networkadvertising.org
- Google Analytics opt-out: https://tools.google.com/dlpage/gaoptout

Text Messages (SMS)

If you sign up for text messages from Cuddles & Co, you agree to receive order updates and promotional messages at the phone number you provide. Joining is voluntary and is not required to buy anything. Message frequency varies. Message and data rates may apply. Reply STOP at any time to unsubscribe, or HELP for help. You can also contact us at

customersupport@cuddlesandco.store. Mobile carriers are not responsible for delayed or undelivered messages. We do not share your mobile number with third parties for their own marketing.

Cookies

Cookies are small files saved on your device when you visit a website. We and our service providers use cookies to:

- Make the Site work, for example to keep items in your cart and help you check out
- Remember your preferences
- Measure how the Site performs and how visitors use it
- Support advertising and social media features

Most browsers let you block or delete cookies in their settings. If you block cookies, some parts of the Site, such as the cart and checkout, may not work properly. To learn more about the cookies used on Wix sites, visit https://support.wix.com/en/article/cookies-and-your-wix-site

Do Not Track

Some browsers send "Do Not Track" signals. There is no common standard for responding to these signals, so the Site does not currently change how it collects information when it receives one.

Children's Privacy

We sell clothing for babies and young children, but the Site is meant for adults. We do not knowingly collect personal information from children under 13. If you believe a child has given us personal information, contact us and we will delete it.

How Long We Keep Your Information

We keep order and account information as long as we need it to provide our services, handle returns and customer service, and meet legal, tax, and accounting requirements. After that, we delete it or make it anonymous. You can ask us to delete your information at any time, as described below.

Automated Decisions

We do not make decisions about you that have legal or similarly significant effects based only on automated processing. Our platform and payment providers may use automated fraud-prevention tools, for example temporarily blocking a card or IP address after repeated failed payment attempts.

Your Privacy Rights

Depending on where you live, you may have the right to:

- Know what personal information we have about you and get a copy of it
- Correct information that is wrong
- Delete your personal information
- Opt out of marketing emails and texts
- Opt out of targeted advertising
- Withdraw consent you previously gave

To make a request, email customersupport@cuddlesandco.store. We may need to confirm your identity before we act on it. We will not treat you differently for using any of these rights.

If you live in the European Economic Area or the United Kingdom, we process your information to perform our contract with you (such as filling your order), to meet legal requirements, for our legitimate business interests, or with your consent. Your information may be transferred to and stored in the United States and other countries where our service providers operate.

Security

We take reasonable steps to protect your personal information, and payments are handled through secure, encrypted payment processors. No method of sending or storing data online is completely secure, though, so we cannot guarantee absolute security.

Third-Party Links

The Site may link to other websites or social media pages, such as our Instagram and TikTok. We are not responsible for the privacy practices of those sites, so please review their policies.

Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes to our practices or for legal or operational reasons. When we do, we will post the new version here and update the "Last updated" date above.

Questions or Complaints

If you have a question or complaint about how we handle your information, email us first at customersupport@cuddlesandco.store. We will do our best to resolve it.