

PRIVACY POLICY

DENIM REVIVAL

Website: <https://www.denimrevival.us>

Effective Date: October 13, 2026

Last Updated: October 13, 2026

1. Introduction

Welcome to **Denim Revival**. Your privacy is important to us, and we are committed to protecting the personal information you share with us.

This Privacy Policy explains how Denim Revival ("we," "us," or "our") collects, uses, processes, stores, and protects personal information when you visit our website at www.denimrevival.us, contact our business, purchase products, or use our professional denim alteration, repair, restoration, and custom denim services.

Denim Revival operates in Los Angeles, California, and Las Vegas, Nevada, serving customers locally and throughout the United States.

Please read this Privacy Policy carefully to understand our practices regarding your personal information.

2. Information We Collect

We may collect personal information directly from you, automatically through our website, or from third-party service providers.

A. Personal Information

When you contact us, submit an inquiry, request a service, or place an order, we may collect:

- Full name; email address; telephone number; billing and shipping addresses
- Order details and purchase history; service requests and customization preferences; appointment information
- Customer communications and correspondence; customer reviews, testimonials, and feedback
- Photographs of garments submitted for alteration, repair, restoration, or customization

B. Payment Information

When you purchase products or services, payment information may be processed through secure third-party payment providers.

Payment information may include transaction amounts, payment confirmation details, and limited payment method information.

We do not intentionally store complete credit card numbers on our website servers.

C. Automatically Collected Information

When you browse our website, certain technical information may be collected automatically, including:

- Internet Protocol (IP) address; browser type and version; device type and operating system
- Pages visited and browsing activity; date and time of website visits; referring websites

- Approximate geographic location derived from IP addresses; cookies and similar tracking technologies

This information helps us maintain website security, improve functionality, and understand how visitors interact with our services.

3. How We Use Your Information

Denim Revival may use collected information for the following business purposes:

Providing Services: To process customer requests and deliver professional denim alterations, repairs, restoration, resizing, hemming, tapering, and custom denim services.

Order Processing: To manage purchases, process payments, arrange shipping, and provide order confirmations and updates.

Customer Communication: To respond to inquiries, provide customer support, schedule appointments, and communicate important service information.

Website Improvement: To analyze website performance, improve navigation, enhance functionality, and optimize the customer experience.

Marketing and Promotions: To communicate special offers, new services, company updates, and promotional information where permitted by applicable law.

Security and Fraud Prevention: To detect suspicious activity, prevent unauthorized transactions, and protect our website, customers, and business operations.

Legal Compliance: To fulfill applicable legal, regulatory, tax, and accounting obligations.

We do not use personal information for purposes materially different from those described in this Privacy Policy without providing any notice or obtaining any consent required by applicable law.

4. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to improve your browsing experience.

Cookies are small text files stored on your device that help websites remember preferences and understand visitor activity.

We may use the following categories of cookies:

Essential Cookies: Necessary for website security, navigation, and basic functionality.

Analytics Cookies: Help us understand website traffic, visitor interactions, and website performance.

Functional Cookies: Remember certain preferences and improve website usability.

Marketing Cookies: May be used to measure advertising effectiveness and deliver relevant promotional content.

You can control or disable cookies through your browser settings. Disabling certain cookies may affect website functionality.

Where required by applicable law, we will request consent before activating nonessential cookies or tracking technologies.

5. Sharing and Disclosure of Information

Denim Revival respects customer privacy and does not sell customer contact lists to third-party marketing companies.

We may disclose personal information to trusted third parties when reasonably necessary to operate our business.

These third parties may include:

- Payment processing providers; shipping and delivery companies; website hosting providers
- Website maintenance and security services; email and customer communication platforms
- Analytics and advertising providers; accounting and professional service providers

We may also disclose information when necessary to comply with legal obligations, respond to lawful requests, prevent fraud, protect our rights, or complete a business transaction such as a merger or acquisition.

Some advertising and analytics disclosures may be classified as a "sale" or "sharing" of personal information under certain privacy laws, even if no monetary payment occurs.

Where applicable, we will provide legally required notices and opt-out options.

6. Data Security

Protecting customer information is a priority at Denim Revival.

We maintain reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, misuse, disclosure, alteration, or destruction.

Security measures may include:

- Secure website connections using HTTPS encryption; restricted access to sensitive information
- Secure third-party payment processing; website security monitoring
- Regular software and security updates; appropriate access controls for authorized personnel

Although we take reasonable precautions, no internet transmission or electronic storage system can guarantee absolute security.

Customers are encouraged to avoid transmitting highly sensitive information through unsecured communication channels.

7. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes outlined in this Privacy Policy.

Retention periods may depend on:

- The duration of our customer relationship; order processing and service requirements
- Applicable tax and accounting regulations; legal obligations
- Fraud prevention and security requirements; resolution of disputes and customer inquiries

When personal information is no longer necessary, we take reasonable steps to securely delete, anonymize, or dispose of it.

8. Customer Testimonials, Reviews, and Photographs

Denim Revival may feature customer testimonials, reviews, and photographs of completed denim projects on our website, social media accounts, or promotional materials.

These materials may showcase our professional denim alterations, vintage Levi's restoration, invisible denim repairs, and custom-designed jeans.

When testimonials or photographs identify a customer, we will obtain any permission required by applicable law before using them for promotional purposes.

Customers who wish to request removal of previously submitted testimonials or photographs may contact us at info@denimrevival.us.

We will review and respond to such requests in accordance with applicable laws and any relevant agreements.

9. Third-Party Websites and External Links

Our website may contain links to third-party websites, social media platforms, payment processors, and external services.

These websites operate independently and may have their own privacy policies and data collection practices.

Denim Revival is not responsible for the privacy practices, content, or security of third-party websites.

We recommend reviewing the privacy policies of external websites before submitting personal information.

10. Email Communications and Marketing

Customers may receive emails related to orders, service requests, appointments, shipping updates, and other necessary business communications.

We may also send promotional emails about:

- New denim services; custom denim collections; vintage Levi's restoration
- Special promotions and offers; company news and updates

Promotional emails will be sent only when permitted by applicable law.

You may unsubscribe from marketing communications at any time by following the unsubscribe instructions included in promotional emails or contacting us at info@denimrevival.us.

Unsubscribing from promotional emails will not prevent you from receiving essential transactional communications related to your orders or services.

11. Children's Privacy

Denim Revival's website is intended for a general audience and is not specifically directed toward children under the age of 13.

We do not knowingly collect personal information directly from children under 13 without appropriate parental consent.

If we discover that personal information has been collected from a child under 13 in violation of applicable law, we will take reasonable steps to delete that information.

Parents or legal guardians who believe their child has provided personal information may contact us at info@denimrevival.us.

12. Your Privacy Rights

Depending on your location and applicable privacy laws, you may have certain rights regarding your personal information.

These rights may include:

Right to Access: Request information about the personal data we collect and maintain.

Right to Correction: Request correction of inaccurate personal information.

Right to Deletion: Request deletion of personal information, subject to applicable legal exceptions.

Right to Data Portability: Request a copy of certain personal information in a portable format.

Right to Opt Out: Opt out of certain targeted advertising or the sale or sharing of personal information, where applicable.

Right to Withdraw Consent: Withdraw consent for certain processing activities when consent is the applicable legal basis.

Right to Non-Discrimination: Exercise applicable privacy rights without unlawful discrimination.

To exercise your privacy rights, please contact: info@denimrevival.us.

We may request additional information to verify your identity before processing certain requests.

We will respond within the timeframes required by applicable law.

13. California Privacy Rights

Denim Revival respects the privacy rights of California residents under the **California Consumer Privacy Act (CCPA)**, as amended by the **California Privacy Rights Act (CPRA)**, where applicable.

Eligible California residents may have the right to:

- Know what categories of personal information we collect, use, and disclose
- Request access to specific personal information; request correction of inaccurate personal information
- Request deletion of personal information, subject to legal exceptions
- Opt out of the sale or sharing of personal information
- Limit certain uses and disclosures of sensitive personal information
- Receive equal treatment when exercising their privacy rights

Where required by law, we will recognize applicable opt-out preference signals, including Global Privacy Control.

To submit a privacy request, please contact info@denimrevival.us.

We will verify and process eligible requests in accordance with applicable California law.

Additional disclosures and privacy controls may be required depending on Denim Revival's actual information practices and whether the CCPA applies to the business.

14. Nevada Privacy Rights

Denim Revival respects applicable privacy protections established under **Nevada Revised Statutes Chapter 603A**.

Eligible Nevada consumers may request that an online business refrain from selling certain covered personal information, as defined by Nevada law.

To submit an opt-out request, please email: info@denimrevival.us.

Include "Nevada Privacy Opt-Out Request" in the subject line.

We will review and respond to verified requests within the timeframes required by applicable Nevada law.

Nevada law generally requires covered website operators to respond to qualifying verified opt-out requests within 60 days, subject to a permitted extension.

15. Do Not Track and Online Tracking

Some web browsers offer a "Do Not Track" setting that allows users to express preferences regarding online tracking.

Our website may use third-party analytics, advertising, or performance technologies that collect information about browsing activity.

These third parties may collect information over time and across different websites, depending on the technologies enabled.

Because browser-based Do Not Track signals are not implemented uniformly, our website may not respond to all such signals.

Where applicable law requires recognition of specific opt-out preference signals, we will comply with those requirements.

16. International Visitors

Denim Revival primarily operates in the United States.

If you access our website from outside the United States, information you provide may be transferred to, processed, or stored in the United States.

Privacy laws in the United States may differ from those in your country of residence.

Where international data protection laws apply, we will handle personal information in accordance with applicable legal requirements.

17. Changes to This Privacy Policy

Denim Revival may update this Privacy Policy periodically to reflect changes in our business operations, website functionality, technology, or applicable legal requirements.

When updates are made, the "Last Updated" date at the beginning of this Privacy Policy will be revised.

If material changes occur, we will provide additional notice when required by law.

We encourage visitors to review this page periodically to stay informed about how we protect personal information.

18. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or how Denim Revival collects, uses, and protects personal information, please contact us.

DENIM REVIVAL

Professional Denim Alterations, Repairs, Restoration & Custom Denim

Website: <https://www.denimrevival.us>

Email: info@denimrevival.us

Our Locations: Los Angeles, California; Las Vegas, Nevada; United States

For privacy-related inquiries, please use the subject line: **Privacy Policy Inquiry - Denim Revival**

We are committed to protecting customer information, maintaining transparency, and responding to privacy-related requests in a timely and professional manner.

