

Privacy Policy

Last Updated: 11-15-2025

Welcome to Little Tree (<https://www.littletreeconfections.com>), “we,” “us,” or “our”. Your privacy is important to us, and this Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website and services (“Services”). By accessing or using our Services, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of information when you use our Services:

- **Personal Information:** Includes name, email address, phone number, company name, job position, and any other information you provide when you create to contact us.
- **Device Information:** Details about the device used to access our Services, including IP address, browser type, and operating system.
- **Usage Information:** Data about your interaction with our Services, including pages visited, products viewed, traffic source, and activities on our site.
- **Location Information:** If permitted, we may collect data about your location to provide location-based services, such as identifying nearby stores.

2. How We Use Your Information

We use your information for the following purposes:

- **Communication:** To contact you with updates about orders, promotions, and service announcements.
- **Personalization:** To tailor your experience, including product recommendations and targeted offers.
- **Analytics and Improvements:** To analyze usage patterns and improve our Services.
- **Legal Compliance:** To comply with legal obligations, such as verifying age requirements and industry regulations.

3. Consent to Receive Communications

By providing your phone number and email, you consent to receive communications from us, which may include:

- **Text Messages (SMS/MMS):** Automated promotional and informational messages about updates, offers, and service notifications.

- Emails: Promotional, transactional, and service-related emails.

To opt out, reply “STOP” to any SMS message or click “Unsubscribe” at the bottom of any email. Standard message and data rates may apply.

4. Text Messaging Terms (TCPA Compliance)

We comply with the Telephone Consumer Protection Act (TCPA) and applicable laws for text communications:

- Opt-In Consent: By opting in, you authorize Little Tree to send text messages to the provided mobile number using automated technology. Message frequency may vary.
- Message and Data Rates: Standard message and data rates may apply. Contact your mobile carrier for details.
- Opt-Out Instructions: To stop receiving text messages, reply “STOP” to any text from us. A confirmation message will follow.

5. How We Share Your Information

We do not sell, trade, or rent your Personal Information. However, we may share your information in the following circumstances:

- Service Providers: Third-party vendors may access information to assist in operating our website, fulfilling orders, or performing analytics.
- Legal Compliance: Information may be disclosed to comply with legal obligations or respond to lawful requests.

6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience, remember preferences, and analyze usage. You can manage cookie preferences via your browser settings, but please note that disabling cookies may impact the functionality of our Services.

7. Age Verification

Our Services are intended for individuals 21 years of age or older. By using our Services, you confirm that you meet this age requirement. We do not knowingly collect Personal Information from those under 21. If we learn we have collected information from an individual under 21, we will promptly delete it.

8. Data Security

We implement reasonable security measures to protect your information from unauthorized access, use, or disclosure. However, please understand that no internet transmission or electronic storage system can be guaranteed as fully secure.

9. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the content or privacy practices of these sites, and we encourage you to review their privacy policies.

10. Your Rights and Choices

Depending on your jurisdiction, you may have the right to:

- Access, correct, or delete your Personal Information
- Opt-out of specific data processing activities
- Request restrictions on the processing of your data

To exercise these rights, please contact us using the information below.

11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will be effective upon posting on this page, and your continued use of the Services constitutes acceptance of the revised Privacy Policy.

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

- Corporate Address: 13951 E 10 Mile Rd, Warren, MI 48089
- Email: info@littletreeconfections.com