

## PRIVACY POLICY

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PYROCLAW uses identifying information in order to personalize your experience on the Website and make your experience better and more convenient. We also use this information to send you communications that you consent to receive, either electronically or otherwise, and for purposes of online shopping in accordance with this Privacy Policy.

PYROCLAW does not make identifying information available to third parties, including business partners, for marketing purposes without your affirmative consent to the sharing of such information; however, we may transfer the collected information to third-party contracted service providers who use that information only to conduct PYROCLAW business. For example, a third party may handle PYROCLAW's credit card processing, shipping, data management, email distribution, market research, information analysis, and promotions management.

We may disclose specific information when required by law, regulation, or government agency including law enforcement. We may share information to prevent illegal uses of the Website or violations of the terms of use or defend ourselves against third-party claims. We may also share information with companies assisting in fraud protection, counterfeiting, or investigation.

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