

Privacy Policy

Poor Richard's Press

Effective Date: May 2026

Poor Richard's Press ("PRP," "we," "our," or "us") values your privacy and is committed to protecting the information you share with us. This Privacy Policy explains how we collect, use, and protect information gathered through our website, advertising campaigns, online forms, storefronts, and related services.

By using our website, submitting forms, requesting quotes, or interacting with our advertisements, you agree to the practices outlined below.

Information We Collect

We may collect personal and business information including:

- Name
- Company name
- Email address
- Phone number
- Shipping and billing address
- Project details and artwork files
- Order history
- Website activity and analytics data

Information may be collected when you:

- Submit a quote request
- Contact us through forms or email
- Place an order
- Sign up for updates or promotions
- Interact with our advertisements
- Visit our website

How We Use Your Information

We use collected information to:

- Provide quotes and customer support
- Process orders and fulfill services
- Improve our website and customer experience
- Communicate regarding projects, proofs, and orders
- Send relevant updates, marketing, or promotional materials
- Analyze website traffic and advertising performance
- Improve advertising targeting and campaign effectiveness

Google Ads & Analytics

Poor Richard's Press may use:

- Google Ads
- Google Analytics (GA4)
- Google Tag Manager
- Remarketing and conversion tracking technologies

These tools help us understand website traffic, user behavior, and advertising performance. They may collect information such as:

- IP address
- Browser/device information
- Pages visited
- Time spent on site
- Actions taken on the website

This data helps us improve our marketing and website experience.

Google may use cookies and similar technologies to serve ads based on prior visits to our website.

You can manage or opt out of certain Google advertising features through Google's Ads Settings: <https://adssettings.google.com/>

Cookies

Our website may use cookies and tracking technologies to:

- Improve website functionality
- Remember user preferences
- Analyze website performance
- Support advertising and remarketing campaigns

You may disable cookies through your browser settings; however, some portions of the website may not function properly.

Third-Party Services

We may work with third-party providers for:

- Payment processing
- Website hosting
- Analytics
- Advertising
- CRM and storefront services
- Shipping and fulfillment

These providers may access limited information necessary to perform their services but are not authorized to use your information for unrelated purposes.

Data Security

We take reasonable precautions to protect the information submitted through our website and systems. However, no method of internet transmission or electronic storage is completely secure, and we cannot guarantee absolute security.

Your Rights & Choices

You may:

- Request access to your information
- Request corrections to your information
- Opt out of marketing communications
- Request removal of your information where applicable

To make a request, please contact us using the information below.

Links to Other Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of external websites.

Changes to This Policy

Poor Richard's Press may update this Privacy Policy periodically. Updates will be posted on this page with a revised effective date.

Contact Us

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