

# Privacy Policy

LoopFuel.shop  
Last updated: April 2026

## Overview

This Privacy Policy explains what personal information we collect when you visit or purchase from <https://loopfuel.shop> (the “Site”), how we use that information, and when we may share it.

## 1. What We Collect

- Device Information (automatically collected): browser type, IP address, time zone, cookies on your device, pages and products viewed, referring sites or search terms, and interaction data.
- Order Information (collected when you purchase): name, billing and shipping addresses, payment details (e.g., credit card or PayPal information), email address, and phone number.
- “Personal Information” in this Policy means both Device Information and Order Information.

## 2. How We Collect Device Information

- Cookies: small files placed on your device that often include an anonymous unique identifier. More about cookies and disabling them: <http://www.allaboutcookies.org>
- Log files: records of Site activity such as IP address, browser type, ISP, referring/exit pages, and date/time stamps.
- Web beacons / tags / pixels: electronic files used to log how you browse the Site.

## 3. How We Use Personal Information

- Order Information: to process and fulfill orders (payment processing, shipping, invoices/order confirmations); to communicate with you; to screen for potential fraud or risk; and—when consistent with your preferences—to send marketing or advertising about our products and services.
- Device Information: to detect and prevent fraud (particularly via IP address) and to improve and optimize the Site (analytics on browsing and interaction, and to measure marketing/advertising effectiveness).

## 4. Sharing Personal Information

We may share Personal Information with third parties who assist us in operating the Site and providing services, including:

- E-commerce platform provider Wix. Read Wix’s privacy practices here: <https://www.wix.com/about/privacy>
- Analytics provider (Google Analytics). Read Google’s privacy practices here: <https://www.google.com/intl/en/policies/privacy/> — opt-out: <https://tools.google.com/dlpage/gaoptout>

We may also disclose Personal Information to comply with applicable laws, respond to lawful requests (e.g., subpoenas, search warrants), or to protect our rights.

## 5. Behavioral & Targeted Advertising

We may use Personal Information to deliver targeted ads or marketing communications tailored to your interests.

- Overview of targeted advertising: <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>
- Opt-out links:
  - Facebook: <https://www.facebook.com/settings/?tab=ads>
  - Google: <https://www.google.com/settings/ads/anonymous>
  - Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>
  - Digital Advertising Alliance opt-out: <http://optout.aboutads.info/>

## 6. Do Not Track

We do not change our data collection or use practices in response to Do Not Track signals from your browser.

If you'd like this reorganized further (shorter summary, legal-style layout, or plain-language version), tell me which style you prefer.