Garmont Tactical US Privacy Policy

LAST UPDATED: September 25, 2026

PLEASE READ THIS PRIVACY POLICY CAREFULLY

Garmont International North America, Inc. (referred to herein as “Garmont,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us.

This Privacy Policy describes how we collect, use, disclose, and otherwise process personal information in connection with your use of our website, **https://garmonttactical.com/**, and any related microsites, mobile websites, online services, or pages operated by Garmont (collectively, the “Site”).

This Privacy Policy also explains the choices and rights available to you regarding your personal information.

By using the Site, you acknowledge that you have had an opportunity to review this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Site.

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or the services available through the Site. When we make changes, we will update the “Last Updated” date at the top of this Privacy Policy. Where required by applicable law, we will provide additional notice of material changes.

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1. Information We Collect

The personal information we collect depends on how you interact with us. Depending on the circumstances, we may collect the following categories of personal information:

Device and Online Activity Information

When you visit or interact with our Site, we may automatically collect information about your browser, device, operating system, IP address, approximate location, internet service provider, browser type and version, date and time of your visit, pages viewed, links clicked, referring and exit pages, search terms, and other information about how you interact with our Site.

We may collect this information through cookies, pixels, tags, web beacons, Shopify technologies, analytics technologies, advertising technologies, and similar tools.

Location Information

We may collect approximate geographic information, such as information derived from your IP address, in order to provide and improve our services, understand where our customers are located, support regional functionality, and provide relevant content or advertising.

Contact Information

We may collect contact information such as your first and last name, email address, telephone number, billing address, shipping address, ZIP code, state, country, and other information you provide to us.

Account Information

If you create or use a customer account through our Site, we may collect information associated with your account, including your name, email address, login credentials, account preferences, order history, and other information associated with your account.

Customer account and checkout functionality may be provided through Shopify and related Shopify services.

Payment and Transaction Information

When you place an order, we collect information necessary to process and fulfill your transaction, such as billing and shipping information, items purchased, order value, discounts, refunds, returns, and transaction details.

Payment card information and other payment credentials may be collected and processed by Shopify and/or the payment providers available through our Site. We do not generally store complete payment card numbers on our own systems.

Shopping History and Transactional Data

We may collect information about your purchases, returns, refunds, exchanges, products viewed or added to your shopping cart, abandoned checkout activity, and other transactions or interactions with our Site.

Communications and Customer Service Information

If you contact us by email, telephone, online form, chat, or another customer service channel, we may collect and retain records of your communications and any information you provide in connection with those communications.

Submitted Content

We may collect information or content that you voluntarily submit to us, including product reviews, photographs, videos, comments, feedback, survey responses, or other content.

Marketing and Preference Information

We may collect information about your preferences, interests, marketing subscriptions, interactions with our communications, and products or services in which you may be interested.

Demographic Information

Where permitted by applicable law and where relevant to our business purposes, we may collect certain demographic information, such as age range, ZIP code, or similar information.

Employment and Job Application Information

If you apply for employment with Garmont, we may collect information relevant to the recruitment process, including your name and contact information, résumé, CV, employment history, educational background, qualifications, and other information you voluntarily provide as part of your application.

Inferences

We may create inferences from the information described above, such as preferences, interests, purchasing patterns, or product interests, in order to better understand our customers and improve our products, services, communications, and marketing.

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2. How We Collect Your Information

We may collect personal information directly from you, automatically through your device or browser, from Shopify and other service providers, and from other third parties.

Information You Provide Directly

We may collect information directly from you when you:

- place an order;
- create or use a customer account;
- contact customer service;
- subscribe to email or other marketing communications;
- add products to your shopping cart or begin checkout;
- submit a product review;
- participate in a survey, promotion, contest, or other activity;
- submit photographs, videos, comments, or other content;
- request information about our products;
- apply for employment; or
- otherwise complete a form or interact with our Site.

Information Collected Automatically

Certain information is automatically collected when you visit or interact with our Site, including Device Information, Online Activity Information, and approximate Location Information.

Our Site is powered by Shopify. Shopify and Shopify-related technologies may collect and process information in connection with operating the online store, checkout, customer accounts, analytics, security, fraud prevention, and other ecommerce functionality.

Third-Party Service Providers

We work with third-party service providers that support our business and Site, including providers of ecommerce technology, payment processing, analytics, advertising, marketing, email communications, customer service, shipping, fulfillment, returns, fraud prevention, and other business services.

These providers may collect or receive information in connection with the services they provide to us.

Cookies and Similar Technologies

We use cookies, pixels, tags, web beacons, local storage, Shopify technologies, and similar technologies to operate and improve our Site, remember preferences, understand how visitors use our Site, support analytics, personalize content, measure advertising performance, and provide relevant advertising where permitted by applicable law.

Depending on your location and applicable law, certain cookies and similar technologies may only be activated after you provide the required consent.

You may manage your cookie preferences through the cookie banner or privacy settings available on our Site.

Analytics and Advertising Technologies

We may use third-party analytics and advertising services, including services provided by companies such as Google and Meta, to understand how visitors interact with our Site, measure advertising performance, and provide or personalize advertising.

These companies may use cookies, pixels, or similar technologies to collect information about your activity on our Site and, where permitted by applicable law, across other websites or services.

The collection and use of information by these third parties is also subject to their respective privacy policies.

For example, Google's privacy practices are described in Google's Privacy Policy.

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3. How We Use Your Information

We may use personal information for the following purposes:

Order Fulfillment

To process and fulfill purchases and other requests, including processing payments, confirming and updating orders, shipping products, processing returns and refunds, and providing customer service.

Ecommerce Operations

To operate, maintain, secure, and improve our Site, Shopify store, customer accounts, checkout, and related ecommerce functionality.

Customer Service

To respond to questions, requests, complaints, and other communications and to provide customer support.

Marketing and Advertising

To send marketing communications and present advertising through email, online advertising, social media, search engines, and other communication channels, subject to applicable law and your marketing preferences.

Analytics and Measurement

To understand how customers interact with our Site, products, communications, and advertising; analyze trends and statistics; measure marketing performance; and improve our business.

Personalization

To personalize your shopping experience, including by using information about your preferences, browsing activity, shopping history, and interactions with our communications to provide relevant products, content, offers, and advertising.

Promotions

To administer contests, sweepstakes, promotions, special offers, and other programs.

Product and Business Development

To develop, evaluate, improve, and provide our products, services, Site, customer experience, and marketing activities.

Security and Fraud Prevention

To protect Garmont, our customers, our Site, and our service providers against fraud, unauthorized transactions, security threats, abuse, and other unlawful or harmful activities.

Legal and Compliance Purposes

To comply with applicable laws, regulations, legal processes, governmental requests, and other legal obligations; to establish, exercise, or defend legal claims; and to protect our rights, property, safety, customers, employees, or others.

Employment

To recruit, evaluate, and hire employees and to administer employment-related activities.

4. How We Share Information with Service Providers and Third Parties

We may disclose personal information to third parties for the purposes described in this Privacy Policy.

These third parties may include:

Shopify and Ecommerce Service Providers

We use Shopify to operate our online store and provide ecommerce functionality, including online storefront, checkout, customer accounts, order management, security, fraud prevention, and related services.

Shopify may process personal information on our behalf as a service provider or processor, as applicable, and may process certain information independently for purposes described in Shopify's own privacy documentation.

Payment Providers

We may share information with payment processors and other payment providers necessary to process transactions, payments, refunds, and fraud-prevention activities.

Marketing and Advertising Providers

We may work with advertising, social media, search engine, and marketing providers to deliver, measure, and optimize advertising and marketing campaigns.

These providers may include Google, Meta, and other advertising or marketing platforms used by Garmont from time to time.

Email and Customer Communication Providers

We may share information with providers that help us send marketing communications, transactional communications, customer service communications, and other messages.

Analytics Providers

We may share information with analytics providers that help us understand customer behavior, website performance, advertising effectiveness, and other business metrics.

Shipping, Fulfillment, and Returns Providers

We may share information with companies that provide shipping, delivery, fulfillment, warehouse, returns, exchange, and related services.

Customer Service Providers

We may share information with companies that assist us in providing customer support and responding to customer requests.

Garmont Affiliates

We may disclose certain information to affiliated Garmont entities where necessary to operate our business, provide services, manage customer relationships, support marketing or ecommerce activities, or otherwise perform the purposes described in this Privacy Policy.

Other Third Parties

We may disclose information to third parties where necessary to comply with applicable law, respond to legal processes or governmental requests, protect our rights or property, investigate fraud or misuse, or protect the safety of our customers, employees, Site, or the public.

Business Transactions

If Garmont is involved in a merger, acquisition, sale of assets, reorganization, financing, bankruptcy, or other business transaction, personal information may be transferred or disclosed as part of that transaction, subject to applicable law.

Some of our service providers may be located outside the United States. When required by applicable law, we use appropriate safeguards for international transfers of personal information.

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5. Your Privacy Choices

Depending on where you live and applicable law, you may have certain choices regarding your personal information.

Marketing Emails

You may unsubscribe from marketing emails at any time by clicking the “unsubscribe” link included in our marketing emails.

Please note that you may continue to receive transactional or service-related communications, such as order confirmations, shipping notifications, or responses to customer service requests.

Customer Account Information

If you have a customer account, you may be able to access or update certain account information through your account.

If you wish to request the deletion of your account or personal information, please contact us using the information provided in Section 13.

Cookies and Similar Technologies

You may manage certain cookie preferences through the cookie banner or privacy settings available on our Site.

You may also control cookies through your browser settings. Disabling certain cookies may affect the functionality or performance of parts of the Site.

Do Not Sell or Share / Targeted Advertising

Depending on your location and applicable law, you may have the right to opt out of certain forms of the sale or sharing of personal information or the use of personal information for targeted advertising.

Where required, Garmont will provide applicable opt-out mechanisms through the Site.

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6. Children

Our Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13.

If you believe that a child under 13 has provided personal information to Garmont, please contact us at:

customerserviceUS@garmont.com

If we learn that we have collected personal information from a child under 13 without appropriate authorization, we will take reasonable steps to delete that information as required by applicable law.

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7. Security

We take reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, use, alteration, disclosure, or destruction.

Our Site is powered by Shopify, which provides security measures for its platform and ecommerce infrastructure.

However, no method of transmission over the Internet or method of electronic storage is completely secure. Accordingly, while we take reasonable measures to protect personal information, we cannot guarantee its absolute security.

You are responsible for maintaining the confidentiality of your account credentials and should use strong and unique passwords where applicable.

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8. Supported Web Browsers and Do Not Track Signals

We recommend using current versions of commonly supported web browsers to help ensure the best experience on our Site.

Certain older browser versions may not support all features of the Site.

Our Site may not respond to browser-based “Do Not Track” signals. Where applicable law requires us to recognize or respond to certain privacy preference signals, we will do so in accordance with applicable requirements.

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9. Website Terms of Use

This Privacy Policy is incorporated into and forms part of Garmont's applicable Terms of Use governing your use of the Site.

Our Terms of Use are available through the Site at:

https://garmonttactical.com/

Please refer to the current Terms of Use available on the Site for the applicable terms governing your use of our services.

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10. Updates to This Privacy Policy

We reserve the right to modify, amend, or otherwise update this Privacy Policy from time to time.

When we make changes, we will update the “Last Updated” date at the top of this Privacy Policy.

If we make material changes to our privacy practices, we may provide additional notice where required by applicable law.

Your continued use of the Site following the posting of an updated Privacy Policy means that you acknowledge the updated Privacy Policy, subject to applicable law.

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11. Links to Other Websites

Our Site may contain links to websites, applications, social media platforms, or other services operated by third parties.

This Privacy Policy does not apply to the privacy practices of those third parties.

We encourage you to review the privacy policies and terms of any third-party websites or services you access through links on our Site.

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

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12. Miscellaneous

If any provision of this Privacy Policy is determined to be invalid, unlawful, or unenforceable under applicable law, that provision will be interpreted or modified to the extent necessary to make it valid and enforceable while preserving, to the greatest extent possible, its original intent.

The remaining provisions of this Privacy Policy will remain in full force and effect.

No failure by Garmont to enforce any provision of this Privacy Policy will constitute a waiver of that provision or of Garmont's right to enforce it in the future.

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13. Contact Us

If you have questions, comments, or requests regarding this Privacy Policy or Garmont's privacy practices, please contact us at:

Garmont International North America, Inc.
Attn: Privacy Policy Inquiries
10 Commercial Alley, Suite #4
Portsmouth, NH 03801
United States

Phone: +1 844-4276-667
Email: customerserviceUS@garmont.com

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14. Privacy Rights of California Residents

If you are a California resident, you may have certain rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the “CCPA”), and related regulations.

These rights are subject to certain exceptions, limitations, and verification requirements under applicable law.

California Privacy Rights

Depending on the circumstances and subject to applicable law, California residents may have the right to:

- **Know/Access:** request information about the categories of personal information we collect, the categories of sources from which it is collected, the purposes for which it is collected, the categories of third parties to whom it is disclosed, and certain specific pieces of personal information we have collected about them.
- **Delete:** request deletion of personal information that we have collected from them, subject to applicable exceptions.
- **Correct:** request correction of inaccurate personal information that we maintain about them.
- **Opt Out of Sale or Sharing:** request to opt out of the sale or sharing of personal information, as those terms are defined under applicable California law.
- **Opt Out of Certain Targeted Advertising:** request to opt out of the use or disclosure of personal information for certain forms of targeted or cross-context behavioral advertising, where applicable.
- **Limit Use of Sensitive Personal Information:** where applicable, request to limit certain uses or disclosures of sensitive personal information.
- **Non-Discrimination:** exercise their privacy rights without receiving discriminatory treatment prohibited by applicable law.

We will not discriminate against you for exercising privacy rights available to you under applicable law.

How to Submit a California Privacy Request

California residents may submit privacy requests by contacting us at:

customerserviceUS@garmont.com

Please clearly identify the nature of your request.

We may need to verify your identity before completing certain requests. The verification process may require us to request information that allows us to reasonably match your request with information maintained by Garmont.

We will use information provided in connection with a privacy request for the purposes of verifying the request, processing the request, maintaining records of the request, and complying with applicable legal requirements.

We will respond to verified requests within the time period required by applicable law.

Authorized Agents

California residents may authorize another person or entity to submit certain privacy requests on their behalf, where permitted by applicable law.

We may require appropriate documentation to verify the agent's authorization and may take reasonable steps to verify the identity of the consumer.

Right to Opt Out of Sale or Sharing

Garmont does not sell personal information for monetary consideration in the ordinary sense of the term.

However, certain activities involving advertising, analytics, cookies, pixels, or other technologies may constitute “sharing” of personal information or another regulated activity under California law.

Where applicable, California residents may exercise their right to opt out of the sale or sharing of personal information through the privacy controls or opt-out mechanisms made available on our Site.

Categories of Personal Information

Depending on how you interact with us, we may collect categories of personal information that correspond to categories recognized under California law, including:

- identifiers and contact information;
- commercial information;
- internet or other electronic network activity information;
- geolocation information;
- professional or employment-related information;
- inferences drawn from the categories above;
- customer account information;
- payment and transaction information; and
- other categories of personal information you voluntarily provide to us.

We may disclose these categories of information to service providers and third parties for business purposes described in this Privacy Policy.

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15. Additional California Privacy Information

California residents may have additional rights under California's “Shine the Light” law regarding certain disclosures of personal information for direct marketing purposes.

To submit a request under California's Shine the Light law, please contact:

customerserviceUS@garmont.com

Please include “California Shine the Light Request” in the subject line and provide sufficient information for us to process your request.

Garmont International North America, Inc.

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