

# Privacy Policy

Last Updated: September 25, 2025

## Introduction

Thread & Theory LLC currently owns and operates the websites known as [www.threadandtheory.com](http://www.threadandtheory.com), [www.pattern2profit.com](http://www.pattern2profit.com), and any other related websites, courses, or digital platforms operated under our brand. We are committed to protecting your privacy and keeping your information confidential.

## What Data We Collect and Why

We may collect communications you send to us (via forms, email, social media), purchase details (billing/delivery address, payment info), marketing preferences, and technical data (IP, login data, browser details). This information is used to deliver services, resolve disputes, and improve customer experience.

## How Data Is Used

Your data is used to: provide services, keep records, improve support, and share updates if opted in. We do not collect sensitive data regarding race, ethnicity, religion, or criminal history.

## Who Has Access to This Information

Access is limited to administrative staff, IT service providers, and professional advisors. We never sell or lease your information without consent. In case of merger or restructuring, data may be transferred to the new entity.

## Security

We take precautions to keep your personal data safe. You will be notified promptly if a security breach occurs.

## Choice / Opt-Out

You may opt-out of marketing at any time by contacting [hello@threadandtheory.com](mailto:hello@threadandtheory.com) or unsubscribing in emails. You may request access, correction, erasure, restriction, or transfer of your data. Complaints may be filed with the U.S. Federal Trade Commission.

## Cookies and Tracking

Cookies are used to analyze traffic and improve services. Third-party tools may include Google Analytics, social media pixels, and email/CRM systems. Affiliate links may appear; please review their privacy policies.

## Children's Privacy

Our websites and services are not directed to children under 18, and we do not knowingly collect their data.

## CAN-SPAM Compliance

We collect emails to respond to inquiries, process orders, and provide service information. We comply with CAN-SPAM by not using false subjects, including our business address, and honoring opt-out requests promptly.

## Fair Information Practices

In case of a breach, users will be notified via email or site notification within 7 business days. We comply with individual redress principles, giving users legal rights for non-compliance.

## Changes to This Privacy Policy

Thread & Theory LLC reserves the right to update this policy at any time. Continued use of our site indicates acceptance of changes.

## Contact Information

For questions, contact: Johna Beckham Thread & Theory LLC Email: [hello@threadandtheory.com](mailto:hello@threadandtheory.com)  
Mailing Address: 7901 4th Street N, Ste 300, St. Petersburg, FL 33702 Effective Date: September 25, 2025