

Privacy Policy

Effective: 07/09/2026 Revised: 07/09/2026

Definitions

"Our" / "We" refers to "immortalfits.com" or "Immortal Fits" or any variations of the name, including "Immortal fits" or "immortalfits" and any of our affiliate names, including "BTD", "boundtodeath", and any other variation.

Introduction

This Privacy Policy explains how we collect, use, and share your personal information when you visit or shop at immortalfits.com. By using our site, you agree to this policy. If you have questions, contact us at contact@immortalfits.com.

Information We Collect

Information you give us: name, email address, mailing/billing address, and any details you provide through the Contact Us page or when placing an order.

Payment information: handled entirely by Stripe. We do not store your card details. See Stripe's privacy policy: <https://stripe.com/privacy>.

Information collected automatically: IP address, browser/device type, pages visited, and general location, collected through cookies and similar technologies, including:

- **Google Analytics** — tracks how visitors use our site (pages viewed, time on site, referral source) so we can understand and improve site performance.
- **TikTok Pixel** — tracks your browsing and purchase activity on our site (pages viewed, products viewed, cart activity, purchases) so we can measure our TikTok ads, build ad audiences, and retarget visitors with relevant ads on TikTok.

How We Use Your Information

- To process and fulfill your orders, payments, and returns
- To respond to your questions and provide customer support

- To send you marketing emails and promotions — you can opt out anytime by clicking "unsubscribe" in any email or contacting us (see "Your Rights" below)
- To measure and improve our advertising through Google Analytics and the TikTok Pixel, including building ad audiences and retargeting site visitors on TikTok
- To keep our Services secure and prevent fraud

Who We Share Your Information With

We don't sell your personal information for money. We do share limited information with the following third parties so they can do their jobs:

- **Stripe** — payment processing
- **Shippo** — order shipping
- **Sentry** — technical error monitoring
- **Google (Google Analytics)** — website analytics
- **TikTok (TikTok Pixel)** — advertising and audience building

Sharing data with Google and TikTok for advertising purposes may count as a "sale" or "sharing" of personal information under some US state privacy laws (like California's). You can opt out — see "Your Rights" below.

Cookies

We use cookies and pixels (including Google Analytics and TikTok Pixel) to run our site and to serve and measure advertising. You can block cookies in your browser settings, though some site features may not work as well if you do.

How Long We Keep Your Information

We keep your information only as long as needed to fulfill the purposes above, or as required by law.

Your Rights

Depending on where you live, you may have the right to access, correct, delete, or get a copy of your personal information, and to opt out of targeted advertising or the "sale/sharing" of your data.

To exercise these rights or opt out:

- **Marketing emails/texts:** click "unsubscribe" in any marketing email, or email us at contact@immortalfits.com and we'll remove you.
- **General requests** (access, correction, deletion): email us at contact@immortalfits.com
- **Google Analytics:** opt out at <https://tools.google.com/dlpage/gaoptout>
- **TikTok Pixel/ads:** adjust your ad preferences in your TikTok account/app settings
- **General ad tracking:** use the Digital Advertising Alliance opt-out tool at <https://optout.aboutads.info>

We do not knowingly collect information from anyone under 18. If you believe we have, contact us and we'll delete it.

Changes to This Policy

We may update this policy from time to time. Changes will be posted here with a new "Revised" date.

Contact Us

Questions about this policy? Email contact@immortalfits.com or use the Contact Us page on our website. For business inquiries DM on instagram [@immortalfits_](https://www.instagram.com/immortalfits_)