Privacy Policy

Last updated: September 29, 2026

HeartRoot Creations, LLC ("HeartRoot," "we," "us," or "our") operates Padupy.com and waitlist.padupy.com. This Privacy Policy explains how we collect, use, and disclose personal information when you visit those sites, join the Padupy email list, shop with us, or contact us. Our online store is powered by Shopify. Our waitlist form and related email communications use GoHighLevel.

Information we collect

The information we collect depends on how you interact with us:

- **Waitlist and email list:** When you sign up, we collect the name and email address you provide.
- **Orders and store activity:** When you shop, we may collect your contact, billing, shipping, order, and payment information, along with information about items you view, place in your cart, purchase, or return. Payment information is processed through our store's payment services.
- **Communications:** We collect information you provide when you contact us or request customer support.
- **Website activity:** Our sites and their service providers may collect device and browser information, IP address, identifiers, and information about how you use the sites through cookies, pixels, and similar technologies.

We receive information directly from you, automatically through our sites, and from the companies that help us operate them.

How we use information

We use personal information to operate our websites and store; process payments, orders, shipping, and returns; respond to questions; maintain security and prevent fraud; comply with legal obligations; and understand and improve our services.

When you join the Padupy email list, we use your name and email address to send the welcome sequence and subsequent Padupy updates and marketing emails. You can unsubscribe using the link in any marketing email. We may still send necessary messages about an order or a request you made.

Cookies, analytics, and advertising

We use Meta tracking technology on **waitlist.padupy.com** to measure campaign activity. This technology may collect information about your browser, device, and interactions with the page and disclose it to Meta. Our Shopify store may also use cookies and similar technologies to operate the store, understand activity, and support advertising, depending on its enabled settings.

Some advertising technology can use activity across different websites to help measure or personalize ads. Available choices may depend on your location and the settings active on each site. You can also manage cookies through your browser, although disabling some cookies may affect site functions.

How we disclose information

We disclose information as needed to companies that help us run Padupy, including:

- **Shopify** and store service providers for hosting, checkout, payments, and store functions;
- **GoHighLevel** for the waitlist, email-list records, and Padupy email communications;
- **Wasabi Logistics** and shipping providers for order fulfillment and delivery;
- **Meta** in connection with tracking on the waitlist page and related campaign measurement; and
- Other providers that help with website operations, customer support, security, and analytics.

We may also disclose information when you ask us to, when required by law, to protect rights and safety, or in connection with a business transaction. Some providers may process information outside your state or country.

Shopify also processes information in connection with its platform and certain features it provides. You can read Shopify's consumer privacy information for more about its practices.

Children's privacy

Padupy products may be enjoyed by children, but our websites, shopping experience, and email signup are intended for adults. We do not knowingly collect personal information directly from children under the age of majority in your jurisdiction. If you believe a child has submitted personal information to us, please contact us so we can review and delete it as appropriate.

Security and retention

We use reasonable measures to protect personal information, but no method of transmission or storage is completely secure. We retain information for as long as needed for the purposes described here, including providing services, maintaining business records, resolving disputes, and meeting legal obligations. Retention periods can vary by type of information and the reason we hold it.

Your choices and privacy requests

You can unsubscribe from marketing emails using the link in an email. You may also contact us to ask about accessing, correcting, or deleting personal information we hold about you, or to raise another privacy concern. Depending on where you live and which laws apply to HeartRoot, you may have additional rights, including rights concerning certain disclosures for targeted advertising. We will review requests and respond as applicable law requires and may need to verify your identity.

Other websites

Our sites may link to websites or services we do not operate. Their privacy practices are governed by their own notices.

Changes to this policy

We may update this policy as our practices change. We will post the revised version with a new “Last updated” date and provide any additional notice required by law.

Contact us

For privacy questions or requests, email **debra@heartrootcreations.com**.