

Privacy Policy

The Bra Market | Effective Date: May 6, 2026

At The Bra Market, your privacy matters to us. This Privacy Policy explains what information we collect, how we use it, and your rights regarding your data when you visit thebramarket.com or engage with our services.

1. Information We Collect

Information You Provide Directly

- Name, email address, phone number (when contacting us or signing up for programs)
- Bra size, body measurements, and fitting details (provided voluntarily for fitting purposes)
- Payment information (processed securely through third-party payment processors — we do not store your full card details)
- Messages or inquiries submitted via contact forms or email

Information Collected Automatically

- Browser type, device type, IP address, and referring URL
- Pages visited, time spent on pages, and links clicked
- Cookies and similar tracking technologies (see Section 5)

2. How We Use Your Information

We use the information we collect to:

- Deliver and improve our services, including Find Your Fit (FYF)
- Process purchases and communicate about orders
- Respond to your questions and provide customer support
- Send you updates, promotions, or educational content (you may opt out at any time)
- Understand how visitors use our website and improve its performance
- Comply with legal obligations

3. How We Share Your Information

We do not sell your personal information. We may share your data with trusted third parties only in the following circumstances:

- Service providers who assist with payment processing, email delivery, or website hosting — bound by confidentiality obligations
- When required by law, court order, or to protect our legal rights
- In connection with a business transfer or acquisition

4. Fitting & Health Information

Bra fitting involves personal body measurements and health-related information (such as surgical history). This information is used solely to provide personalized fitting recommendations and is kept strictly confidential. We do not share this information with third parties.

5. Cookies

Our website uses cookies to improve your browsing experience and analyze traffic. You can control cookie settings through your browser. Disabling cookies may affect the functionality of certain parts of our site.

6. Data Retention

We retain your information as long as necessary to provide services and comply with legal obligations. You may request deletion of your personal data at any time (see Section 7).

7. Your Rights

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal data
- Opt out of marketing communications

To exercise any of these rights, contact us at hello@thebramarket.com.

8. Children's Privacy

Our website and services are intended for adults. We do not knowingly collect personal information from children under the age of 13.

9. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The effective date at the top of this page will reflect the most recent revision.

11. Contact Us

For privacy questions or requests:

- The Bra Market
- Jasper, Indiana
- Website: thebramarket.com
- Email: hello@thebramarket.com