



Privacy Policy

Last Updated: 11/17/2025

Company Name: Roots Catering FL LLC

Website: www.rootscateringfl.com

Contact Email: orders@rootscateringfl.com

At **Roots Catering FL** we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or use our catering services.

By accessing our website, you agree to this Privacy Policy.

1. Information We Collect

1.1 Information You Provide

- **Contact Information:** name, phone number, email address
- **Event Details:** event date, location, number of guests, catering selections
- **Billing & Payment Information:** processed securely through third-party payment processors (we do **not** store full payment card details)
- **Communications:** messages sent through our contact form, email, or phone

1.2 Information Collected Automatically

When you access the website, we may automatically collect:

- IP address
- Browser type & device details
- Pages viewed
- Date/time of visit
- Cookies & tracking technologies (analytics, functionality cookies)

1.3 Information from Third Parties

We may receive information from:

- Payment processors (confirmation of payment status)
- Email marketing platforms (opt-in status)
- Website analytics providers

2. How We Use Your Information

We use your information to:

- Provide, operate, and manage catering services
- Respond to inquiries
- Process bookings and payments
- Improve our website and service offerings
- Send follow-up or promotional emails (you may opt out at any time)
- Maintain internal business records
- Comply with applicable U.S. laws

3. U.S. Legal Basis & Florida Privacy Compliance

We operate under U.S. federal privacy principles and applicable Florida regulations.

Florida's Digital Bill of Rights applies only to very large companies (e.g., \$1B+ revenue). While **Roots Catering FL** is not likely subject to those rules, we still commit to transparent data practices consistent with Florida privacy expectations.

We collect and process data to:

- Fulfill service requests
- Maintain legitimate business interests (e.g., security, analytics)
- Communicate with customers
- Meet legal obligations

4. Cookies & Tracking Technologies

We use cookies to:

- Remember visitor preferences
- Improve website functionality
- Analyze website traffic

You may disable cookies in your browser settings. This may affect website performance.

5. How We Share Information

We do **not** sell personal information.

We may share your data only with:

- **Website hosting and IT providers**
- **Payment processors**
- **Email and marketing platforms**
- **Event-related partners** (only when necessary to fulfill your catering request)
- **Legal authorities** if required by law

All service providers are required to handle personal information securely.

6. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your data. However, no online transmission is completely secure, and we cannot guarantee absolute security.

7. Data Retention

We retain personal information only as long as necessary to:

- Provide catering services
- Comply with tax and business laws
- Maintain accurate business records

Afterward, data is securely deleted or anonymized.

8. Your Privacy Rights (U.S. & Florida)

You may:

- Request access to the personal information we hold
- Request corrections
- Request deletion (subject to legal obligations)
- Opt out of promotional emails

To exercise any rights, email us at **[Your Contact Email]**.

We will respond within a reasonable period as required under U.S. commercial privacy practice.

9. Email Marketing Opt-Out

You may unsubscribe from marketing communications at any time using:

- The “unsubscribe” link in emails
- A direct request to our support email

Transactional messages (e.g., invoices, order confirmations) will still be sent as needed.

10. Third-Party Links

Our website may contain links to external websites.

We are not responsible for the privacy practices of those websites.

11. Children’s Privacy

Our website and services are **not intended for children under 13**.

We do not knowingly collect personal data from children.

12. International Users

Our website is operated in the United States.

If you access our site from outside the U.S., you consent to the transfer and processing of your information in the United States.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Updates will be posted on this page with a revised “Last Updated” date.

14. Contact Us

For questions or privacy-related requests, contact:

Roots Catering FL

Email: orders@rootscateringfl.com

