

TERMS OF USE & PRIVACY POLICY

1. Introduction

Welcome to the Ardent Real website (the "Site"). By using the Site, you agree to be bound by these terms and conditions of use (the "Terms of Use"). You may not use the Site if you do not agree to these Terms of Use.

2. Content

All text, graphics, user interfaces, photographs, trademarks, logos, sounds, music and artwork (collectively, "Content"), is owned, controlled or licensed by or to Ardent Real, and is protected by copyright and trademark laws. You may use the Content only for your personal, non-commercial use, and you may not copy, reproduce, republish, upload, post, transmit, distribute, or use any Content in any way for commercial purposes without the express written permission of Ardent Real.

3. Product Information

Ardent Real has made every effort to display as accurately as possible the colors, images, and descriptions of our products that appear at the store. We cannot guarantee that your computer monitor's display of any color will be accurate.

4. Order Acceptance

Please note that there may be certain orders that we are unable to accept and must cancel. Ardent Real reserves the right, at sole discretion, to refuse or cancel any order for any reason. Some situations that may result in your order being canceled include limitations on quantities available for purchase, inaccuracies or errors in product or pricing information, or problems identified by our credit and fraud avoidance department. We may also require additional verifications or information before accepting any order.

5. Links to Third Party Sites

The Site may contain links to other websites ("Linked Sites"). The Linked Sites are not under the control of Ardent Real and Ardent Real is not responsible for the contents of any Linked Site, including without limitation any link contained in a Linked Site, or any changes or updates to a Linked Site. Ardent Real is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by Ardent Real of the site or any association with its operators.

6. Disputes

Any dispute arising out of or relating to these Terms of Use and/or any use by you of the Site shall be resolved in accordance with the laws of the state without regard to its conflicts of law provisions.

7. General

These Terms of Use constitute the entire agreement between you and Ardent Real with respect to the use of the Site. Ardent Real's failure to insist upon or enforce strict performance of any provision of these Terms of Use shall not be construed as a waiver of any provision or right. If any of the provisions contained in these Terms of Use are determined to be void, invalid or otherwise unenforceable by a court of competent jurisdiction, such determination shall not affect the remaining provisions contained herein.

Privacy Policy for www.ardentreal.com

Ardent Hat Co. ("Ardent Real", "we", "us", or "our") operates the website www.ardentreal.com (the "Website"). This Privacy Policy explains how we collect, use, and disclose information when you visit the Website or use our products or services.

1. Information We Collect

We collect information you provide to us directly, such as when you create an account, place an order, subscribe to our newsletter, or contact us. This information may include your name, email address, mailing address, phone number, payment information, and any other information you choose to provide.

We also collect information automatically when you use the Website, such as your IP address, browser type, operating system, and device type. We use cookies and other tracking technologies to collect information about your use of the Website, such as the pages you visit, the links you click, and the search terms you enter.

2. How We Use Your Information

We use the information we collect to provide and improve our products and services, to communicate with you, and to operate and maintain the Website. For example, we may use your information to:

- Process and fulfill your orders
- Send you updates about your order or account
- Respond to your inquiries and requests
- Send you promotional emails about our products and services
- Improve the Website and develop new features
- Understand how users interact with the Website
- Protect against fraud or other unauthorized activities

3. Sharing Your Information

We may share your information with third parties for the following purposes:

- To fulfill your orders and provide our services
- For payment processing and fraud prevention
- For marketing and advertising
- For analysis and research
- To comply with legal obligations

We take reasonable steps to ensure that these third parties are obligated to protect your information in a manner consistent with this Privacy Policy.

4. Your Choices

You have certain choices about how we use your information, including the following:

- You can opt out of receiving promotional emails from us by following the unsubscribe instructions in such emails.
- You can control how we use cookies and other tracking technologies through your browser settings.

5. Data Retention and Security

We take reasonable steps to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no security system is impenetrable, and we cannot guarantee the security of our systems or that information you supply will not be intercepted while being transmitted to us over the Internet.

We retain your information for as long as your account is active or as needed to provide you services. We may also retain your information for a longer period as required by law or for other legitimate business purposes.

6. Children's Privacy

The Website is not intended for children under the age of 18. We do not knowingly collect personal information from children under 18.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. If we make any material changes, we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on the Website prior to the change becoming effective.

8. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at info@ardentreal.com

Effective date: January 12th, 2023