SAILRITE®

Est. 1969

Equipping you to sew at home & on the water

Sailrite Privacy Policy

Here at Sailrite, we believe in transparency when it comes to our customers' privacy rights. We take your privacy very seriously and do everything we can to keep your personal information safe and secure. Our Privacy Policy is written in a clear and straightforward manner so that you, our loyal customers, can easily understand what information we collect, why we collect it, and what we do with it.

For information on managing your privacy and security settings, please go to the "Managing My Account" section of the "Account Information" link in the footer of our website.

What customer information do we collect?

Information you give us. Sailrite collects the information our customers give us when they create an account or place an order, which can include your name, email address, phone number, encrypted credit card number, and billing and mailing address. We also retain conversation history from our online chat so we can more easily recall previous conversations and pick up where we left off for dropped chats. Reviews and feedback, as well as support case history, are also stored so we can determine whether we have product or website issues, allowing us to more easily make corrections. At Sailrite, we know your privacy is important to you, and we never request more information from you than is needed in order to process a request or give you the best shopping experience.

Automatic information. We automatically receive and store certain types of information whenever you visit our site. Like many websites, we use cookies to track which product pages and how-to articles our customers like to browse in order to better offer you the products and services you're most interested in. Our full Cookies Policy can be found **here**. Examples of some of the automatic information include internet protocol (IP) address, password, log-in, computer and connection information such as browser type and time zone setting, browser plug-in type and version, operating system and platform, and purchase history. Cookies are not dangerous; they are simply files that hold a small amount of data from our website to your personal computer or device in order to provide a better and faster user experience. Without cookies, our online ordering system cannot function. Sailrite does not have the ability to see or alter the cookies stored on your computer/device, such as your password.

Email. We send you emails only on information you have subscribed to (i.e. "Boat Projects," "Outdoor Living Projects," etc.) to ensure that you are only receiving the content you are interested in. We send transactional emails, which include order confirmations, shipping confirmations, purchased product information and cart reminder emails. We utilize a third-party company, Shopper Approved, to gather reviews on our behalf so we can continue to make improvements to our user interface and product offerings. Reviews are not required, but are always appreciated. The merchant review request displayed at the completion of an order allows for subsequent email opt-in. Selecting "No" will still submit the merchant review, but will not pass your email address to Shopper Approved for further review options, including product reviews. We do not sell or trade our mailing list; however, any email addresses shared with Shopper Approved are managed in accordance with their Privacy Policy. If you do not want to receive these emails in the future, you can easily opt out by clicking the "Unsubscribe From This List" link at the bottom of any Shopper Approved email.

Why and how do we collect customer information?

We collect customer information in order to process your requests, including purchases, customer service emails and phone calls to provide you information for a better customer experience. We collect customer information from our online webforms (Trade Program application, sail quote form, catalog request, and email sign-up—the how-to page and sail data page—through the pop-up and footer), the Shopping Cart during checkout and over the phone when taking orders.

How do we use customer information?

We use data collected from our customers to send automated transactional emails after purchases. We ask for voluntary reviews to find out if our customers have any questions or issues with our products and services so we can resolve these issues as quickly as possible in order to maintain a better website and customer experience. Storing information such as prior order history and shipping address enables our sales and support team to more efficiently answer order-related questions or to quickly pull up an account for customers wanting to place orders over the phone.

We also occasionally use customers' mailing addresses to send promotional mailers and catalogs. If you do not wish to receive mail, you can log in and go to "My Account." From there you can opt out of our mailing list by updating "Mail Preferences" under the "Settings" drop-down menu.

How do we secure customer information?

We use 256 bit encryption to protect our customers' information. When you are on our site, any data you send us is protected using secure Transport Layer Security (TLS). For Sailrite employees, access rights to customer information are based on job function and their role at the company. Requests for additional access involve approval from a manager or executive. We scan for software vulnerabilities using a combination of third-party and Sailrite-designed tools.

Do we use cookies?

We use cookies on our website to improve your experience at Sailrite.com. In fact, our online ordering system can't function without cookies. They maintain your cart session even if you leave the site, meaning if you close your browser session and open a new one, your cart order will still be there. They keep our website running more smoothly and help us learn more about what our customers like to browse and purchase so we can continue to offer the products and how-to articles that interest you the most. To read our full Cookies Policy, please click **here**.

Do we share customer information?

We do not share our customers' personal information with companies, organizations or individuals outside of Sailrite unless the following applies:

For external processing. Sailrite shares information with affiliates and trusted businesses in order to process customer requests. Those affiliates, businesses or persons will only use the information based on our instruction and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.

For legal reasons. We will share personal information with companies, organizations or individuals outside of Sailrite if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

   • meet any applicable law, regulation, legal process or enforceable governmental request.

   • enforce applicable Terms of Service, including investigation of potential violations.

   • detect, prevent or otherwise address fraud, security or technical issues.

   • protect against harm to the rights, property or safety of Sailrite, our users or the public as required or permitted by law.

For more information on what customer information we share with third parties, please read our full Cookies Policy.

Do we keep customer information?

If a customer contacts us with with a technical question and a support case is created, we keep a log of this in our system indefinitely in case the issue arises again. This also helps us find issues with products and services on a larger scale in order to assist other customers who may have the same questions. These support cases can be deleted at the customer's request, however doing so would prevent the customer from referencing the information/videos that were sent to help solve their problem.

What rights do customers have regarding their information?

At any time, you can choose to have any of the personal information you have provided us in the past deleted without needing a specific reason. This is known as the "right to be forgotten" and to do so, please contact our Data Protection Officer at privacy@sailrite.com. We will deactivate your account and remove your email address, password, credit card information and phone number from our system. We cannot purge your order history, however, so basic information such as name and billing address will remain in our system but will not be used to contact you. Accounts with no order history will be removed entirely.

You also have the right to know what personal information we have stored and how it is processed and to receive a copy of your data in a structured, machine-readable format. You have the right to rectify this information if it is inaccurate or incomplete, as well as the right to block or suppress the processing of your personal data. You have the right to retain and reuse your personal data for your own purposes. For any questions regarding your personal information, please contact us at the address listed above.

Finally, you have the right to object to your data being used. For example, this means opting out of direct marketing campaigns such as unsubscribing from email lists. To do so, simply click the "Unsubscribe" link at the bottom of any Sailrite email. However, you will still receive transactional emails, such as order confirmation emails and shipping confirmation emails, anytime you place an order.

Will you share my photos, emails and letters?

We welcome your project photos, emails and letters. In fact, we love receiving them! Any photos or letters we receive may be used on our website, social media pages, catalog, emails, advertising or shared with our vendors unless otherwise informed prior to use.

How do I opt out of emails?

If you no longer wish to receive emails from Sailrite, you can give us a call or open an online support case. You can also click the "Unsubscribe" link at the bottom of any Sailrite email, or you can click the "Manage Preferences" link to adjust what kinds of emails you receive from Sailrite. On the website, you can enter your email address into any email sign-up field and adjust your email preferences or unsubscribe entirely. If you unsubscribe from all emails, you will no longer receive sale announcements and discount offers.

Are children allowed to use Sailrite.com?

Children's privacy is important to Sailrite. If you are under 18, you may use Sailrite.com with the consent and involvement of a parent or guardian. We do not knowingly collect personal information from children without the consent of the child's parent or guardian.

What choices do customers have regarding their information?

As stated above, you can choose not to provide information or to ask for information to be purged. Aggressive protection of information may impede the ability to make a purchase or create a Sailrite account.

Where does this Privacy Policy apply?

This Privacy Policy only applies to Sailrite.com. It does not apply to Facebook, Youtube, Pinterest, Instagram, Twitter or any other websites where Sailrite has a presence. It also does not apply to any other third-party affiliates including Google Analytics, Shopper Approved, LivePerson or Disqus. Those companies' Privacy Policies apply, and you should visit their websites for further information on their Privacy Policies.

Changes to our Privacy Policy.

If we make updates or changes to our Privacy Policy, we will never reduce your rights without your explicit consent. Any changes will be posted on this page and if changes are significant, we will send an email notification explaining these changes, and you can block cookies if you no longer agree to the terms.

Sailrite Cookies Policy

We use cookies on our website to improve your experience at Sailrite.com. They allow our website to function correctly and enhance your user experience. In addition to user experience they help us learn more about what our customers like to browse and purchase so we can continue to offer the products and how-to articles that interest you the most.

Here at Sailrite, our customers' privacy is a priority. We do not use cookies to store any of your personal information or credit card numbers. Additionally, cookies cannot grant us access to your computer. We do not use malicious cookies on our site.

When you browse our site, you consent to us placing cookies on your computer or device unless you have turned them off for your browser. Not allowing cookies on your computer will disable certain aspects of website functionality, including our shopping cart and the ability to go back to a previously viewed page. Therefore, we recommend that you do not disable cookies in order to have a complete user experience.

There are three types of cookies we use at Sailrite.com.

Essential cookies. These cookies are essential for providing certain website features to you. If you have a Sailrite.com account and opt out of these cookies, you would not be able to log in to your account or place an order.

Functionality cookies. These cookies enable your computer to remember your preferences on our site, such as remembering your log-in details so you don't have to log in each time you visit our site.

Performance cookies. These are third-party cookies that enable us to gather data about how visitors use the site. We use trusted third-party platforms Google Analytics, Shopper Approved and Disqus to help us understand how you use our site and ways that we can improve your experience. These cookies may track things such as how much time you spend on the site and the pages that you visit so we can continue to offer you the products and services that interest you the most. We also use social media buttons and/or plug-ins on this site that allow you to connect with your social networks.

Frequently Asked Questions

What are Cookies?

Cookies are small files of letters and numbers that are stored on your internet browser or device. Cookies remember things that a web user has done in the past to improve experiences, such as remembering a log-in or items left in a shopping cart. Cookies are not dangerous, are not computer programs and cannot be used to spread viruses.

What Happens if I Opt Out of Cookies?

If you opt out of cookies for Sailrite.com, you will not be able to place orders on our website. You will be able to browse, but the functionality will be flawed and limited.

How Do I Opt Out of Cookies?

You can manage the cookies you allow on your computer and/or device using the internet browser that you use. You will be able to opt out of some or all types of cookies. Your browser's help feature should be able to provide more details.

Remember, if you opt out of all cookies for Sailrite.com, as mentioned above, you will not be able to place online orders; however, you can still call in and place an order over the phone.

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