

Privacy Policy

Moonlit Vine Bookstore **Effective Date: September 23, 2026**

Moonlit Vine Bookstore respects your privacy. This Privacy Policy explains the types of information we may collect when you visit our website, subscribe to communications, follow links to purchase or preorder products, or register for events, and how we may use that information.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, as well as limited information generated when you use our website.

- Name, email address, and other contact information
- Newsletter and marketing preferences
- Information submitted through website forms or communications
- Event registration information made available to us by Eventbrite
- Order or preorder information made available to us by Square
- Browser, device, website usage, referral, and approximate location information collected through analytics technologies

2. Google Analytics and Cookies

Our website uses Google Analytics to help us understand how visitors interact with the site. Google Analytics may use cookies or similar technologies to collect information about website traffic and usage, including pages visited, session information, browser and device information, and approximate geographic information.

We use this information to evaluate website performance and improve our website and customer experience. You may be able to control or disable cookies through your browser settings or through any consent controls provided on our website.

3. Newsletter and Marketing Communications

If you subscribe to our newsletter, we may use your email address to send bookstore news, event announcements, product information, promotions, and other Moonlit Vine updates. You may unsubscribe at any time by using the unsubscribe link in a marketing email or by contacting moonlitvinebookstore@gmail.com.

4. Eventbrite

Moonlit Vine Bookstore uses Eventbrite for certain event registrations and ticket sales. When you follow an Eventbrite link from our website, information you provide is processed through Eventbrite and is subject to Eventbrite's applicable privacy policy and terms.

As an event organizer, Moonlit Vine Bookstore may receive information from Eventbrite such as attendee names, email addresses, ticket details, and information submitted during registration. We may use this information to administer events, communicate event information, maintain business records, and otherwise communicate with customers as permitted by law.

5. Square

Our website may provide Square links for product purchases or preorders. Information and payment details submitted through Square are processed through Square and are subject to Square's applicable privacy policy and terms.

Moonlit Vine Bookstore does not directly collect or store complete payment-card information submitted through Square. We may receive information needed to manage and fulfill transactions, such as your name, contact information, order details, and payment status.

6. How We Use Information

- Operate, maintain, and improve our website
- Provide information and customer service
- Send newsletters and marketing communications to subscribers
- Manage event registrations and communications
- Manage and fulfill product orders and preorders
- Analyze website traffic and usage
- Prevent fraud, misuse, or security issues
- Maintain appropriate business records and comply with legal obligations

7. Sharing of Information

Moonlit Vine Bookstore does not sell personal information for money. We may share or allow access to information when reasonably necessary to operate our business, including with service providers that support analytics, website operation, email communications, payment processing, event registration, and related services.

These providers may include Google Analytics, Square, Eventbrite, our website provider, and other service providers we may use. We may also disclose information when required by law or when reasonably necessary to protect the rights, safety, or property of Moonlit Vine Bookstore, our customers, or others.

8. Third-Party Websites

Our website may contain links to third-party websites and services. Once you leave our website, your use of those services is governed by the privacy policies and terms of those third parties. Moonlit Vine Bookstore is not responsible for the privacy practices, content, security, or operation of third-party websites.

9. Data Security and Retention

We take reasonable measures to protect personal information under our control; however, no website, electronic transmission, or storage system can be guaranteed to be completely secure.

We retain personal information for as long as reasonably necessary for the purposes described in this policy, including providing services, maintaining business and transaction records, complying with legal requirements, and resolving disputes.

10. Your Choices and Privacy Requests

You may contact us to ask about personal information we maintain about you, request correction or deletion where applicable, update communication preferences, unsubscribe from marketing communications, or ask questions about our privacy practices. Certain information may need to be retained for legal, accounting, fraud-prevention, transaction, or other legitimate business purposes.

Privacy requests may be sent to moonlitvinebookstore@gmail.com.

11. Children's Privacy

Our website is intended for a general audience and is not directed toward children under 13. We do not knowingly collect personal information directly from children under 13 through our website. If we become aware that such information has been collected without appropriate authorization, we will take reasonable steps to delete it.

12. Changes to This Privacy Policy

We may update this Privacy Policy as our website, business practices, services, or legal obligations change. Updates will be posted on our website with a revised effective date.

13. Contact Us

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Beech Grove, Indiana
Email: moonlitvinebookstore@gmail.com