Privacy Policy

American Cable & Rigging | americancablerigging.com and store.americancablerigging.com

Effective date: September 8, 2026

American Cable & Rigging respects your privacy. This Privacy Policy explains what personal information we collect when you visit our website or online store, place an order, request a quote or contact us; how we use and share that information; and the choices you have. It applies to americancablerigging.com, store.americancablerigging.com, and to orders and inquiries placed by phone, text, email, live chat or in person. We do not sell your personal information. Questions? Call (828) 654-8000 or email scottbaker@acrigging.com.

1. Who Is Responsible for Your Information

American Cable & Rigging, located at 34 Sterling Place, Mills River, NC 28759, operates the website and online store and is responsible for the personal information described in this Policy. In this Policy, “we,” “us” and “our” mean American Cable & Rigging, and “personal information” means information that identifies you or could reasonably be linked to you.

2. Information We Collect

Information you give us

- **Order and account details:** name, company name, billing and shipping addresses, email address, phone number, the products you order and their specifications, and any account login you create.
- **Payment information:** your payment card number, expiration date and security code are entered directly with our payment processor and are not stored on our servers. We receive only a confirmation, the card type and the last four digits.
- **Quote requests and correspondence:** the information you include in quote forms, emails, text messages, live chat sessions and phone calls, including details about your project or application.
- **Tax-exemption documents:** exemption certificates and the identifiers they contain, if you provide them.
- **Reviews and feedback:** anything you choose to submit about our products or service.

Information collected automatically

When you visit our website or store, our systems and the third-party tools described in Section 4 automatically record certain information, such as your IP address, browser and device type, operating system, the pages you view, the products you look at or add to your cart, the website that referred you, the date and time of your visit, and approximate location derived from your IP address. Some of this information is collected through cookies and similar technologies.

Information from other sources

- **Payment processors** send us confirmation that a payment succeeded or failed and limited fraud-screening results.
- **Shipping carriers** send us delivery status and, where applicable, corrected address information.
- **Call-tracking services** record the phone number you called from and the number you dialed when you call us using a number shown on our website; calls may be recorded for quality and training purposes, and you will be notified where required by law.

3. How We Use Your Information

Purpose	What we do	Examples of information used
Process and fulfill orders	Take payment, fabricate made-to-order items, ship or prepare for pickup, send confirmations and delivery updates	Contact details, order and specification details, payment confirmation
Customer service	Answer questions, prepare quotes, help with sizing and specifications, handle returns, warranty claims and cancellations	Contact details, correspondence, order history
Run and improve the store	Keep the site secure, fix problems, understand which products and pages are popular, test improvements	Device and usage data, cookies
Marketing	Send occasional emails about products, promotions or company news if you have opted in or are an existing customer, and show ads for our products on other sites	Email address, browsing and purchase activity, advertising identifiers
Legal and safety	Comply with tax, accounting and product-safety recordkeeping, respond to lawful requests, prevent fraud, enforce our Terms	Order records, payment confirmations, IP address

We keep records of what was sold, to whom and to what specification because lifting and rigging products are safety-critical and we may need to contact purchasers about a product notice or recall. We do not use your personal information to make automated decisions that have legal or similarly significant effects on you.

4. Cookies and Tracking Technologies

Cookies are small text files stored on your device. We and the service providers listed below use cookies, pixels and similar technologies for the purposes described in the table. Where a provider is named, its own privacy policy explains how it handles data it collects.

Category	What it does	Providers we use
Strictly necessary	Keeps your shopping cart, login session and checkout working; protects forms from spam and abuse. These cannot be switched off without breaking the store.	Our WooCommerce store platform; Google reCAPTCHA
Analytics	Tells us how visitors find and use the site so we can improve it. Data is aggregated and reported to us in statistical form.	Google Analytics
Advertising	Measures whether our ads led to a visit or purchase and may show you ads for our products on Google, Microsoft and partner sites based on your visit.	Google Ads; Microsoft Advertising
Call tracking	Assigns a phone number to your visit so we know which advertising brought you to us when you call.	CallRail
Live chat	Powers the chat window so we can answer questions in real time; stores the conversation so we can follow up.	Tawk.to

Your cookie choices

- **Browser settings.** Most browsers let you block or delete cookies. Blocking strictly necessary cookies will prevent the shopping cart and checkout from working.
- **Google.** Install the Google Analytics opt-out browser add-on and manage ad personalization at adssettings.google.com.
- **Microsoft.** Manage ad preferences at account.microsoft.com/privacy/ad-settings.
- **Industry tools.** Opt out of interest-based advertising from participating companies at optout.aboutads.info and optout.networkadvertising.org.
- **Global Privacy Control.** If your browser sends a Global Privacy Control signal, we treat it as a request to opt out of targeted advertising cookies to the extent our tools support it. Our site does not otherwise respond to “Do Not Track” signals because there is no common standard for them.

5. How We Share Information

We share personal information only as described here. We do not sell it, and we do not rent or trade our customer list.

- **Service providers** that help us run the business and act on our instructions, including our website host and store platform, payment processors, shipping and freight carriers, email and text-messaging services, accounting software, and the analytics, advertising, call-tracking and chat providers named in Section 4. Each is permitted to use your information only to provide its service to us, except that advertising and analytics providers may also use data they collect according to their own policies.

- **Manufacturers**, when needed to process a warranty claim, product-safety notice or technical question about a product they made.
- **Legal and safety purposes**, when we believe disclosure is required by law, regulation, subpoena or court order, or is necessary to protect the rights, property or safety of our customers, our company or others, including in connection with a product recall.
- **Business transfers**, if our company or its assets are sold, merged or reorganized, in which case your information may be transferred to the successor subject to this Policy.
- **With your direction**, for example when you ask us to ship to or coordinate with a third party.

6. Payment Security

Checkout payments are processed by a PCI DSS-compliant payment processor. Your full card details are transmitted directly to the processor over an encrypted connection and never touch our servers or our staff. If you pay by phone, we enter your card details directly into the processor's secure terminal and do not write them down or store them.

7. How Long We Keep Information

We keep personal information for as long as needed for the purpose it was collected and for the periods required by law. As a rule, order, invoice and product-specification records are kept for at least seven years to meet tax, accounting, warranty and product-safety obligations; quote requests and general inquiries that do not become orders are kept for up to two years; and website analytics data is retained by our analytics provider for the default period it offers, currently 14 months. When information is no longer needed, we delete it or de-identify it.

8. How We Protect Information

We use reasonable administrative, technical and physical safeguards to protect your personal information, including TLS encryption for all pages of the website and store, access controls that limit who at our company can view customer records, security updates for our store platform, and secure disposal of paper records. No method of transmission or storage is completely secure, so we cannot guarantee absolute security. If we learn of a breach affecting your information, we will notify you as required by North Carolina law and any other law that applies to you.

9. Your Choices and Rights

Wherever you live, you can ask us to:

- **Access** the personal information we hold about you and receive a copy in a portable format.
- **Correct** inaccurate or incomplete information.
- **Delete** your personal information, subject to records we must keep for legal, tax, warranty or product-safety reasons.

- **Opt out of marketing** emails by clicking the unsubscribe link in any message or contacting us; we will still send transactional messages about your orders. Reply STOP to any marketing text message to stop receiving them.
- **Opt out of targeted advertising** using the tools in Section 4 or by contacting us.

To make a request, email scottbaker@acrigging.com or call (828) 654-8000. We will verify your identity by matching the details you provide against our records, and we will respond within 45 days. You may authorize an agent to make a request on your behalf if the agent provides proof of your written authorization. We will not discriminate against you for exercising any of these rights.

Residents of states with consumer privacy laws

If you live in California, Colorado, Connecticut, Virginia, Texas, Oregon or another state with a comprehensive consumer privacy law, you may have additional rights under that law, including the right to appeal a decision we make about your request and the right to lodge a complaint with your state attorney general. We do not sell personal information or share it for cross-context behavioral advertising other than through the advertising cookies described in Section 4, which you can opt out of as described there. We do not knowingly collect sensitive personal information, and we do not use or disclose personal information for purposes beyond those described in this Policy. To appeal a decision, reply to our response email and we will have a different member of our team review your request within 45 days.

10. Children

Our products are industrial goods intended for adults and businesses. Our website is not directed to children under 13, and we do not knowingly collect personal information from anyone under 18. If you believe a minor has provided us with personal information, contact us and we will delete it.

11. Third-Party Websites

Our website contains links to other sites, including manufacturers, shipping carriers and payment providers. This Policy does not apply to those sites, and we are not responsible for their privacy practices. We encourage you to read the privacy policy of any site you visit.

12. Visitors Outside the United States

Our website and store are operated from the United States and are intended for customers in the United States. If you access them from another country, your information will be transferred to and processed in the United States, where privacy laws may differ from those in your country.

13. Changes to This Policy

We may update this Policy from time to time to reflect changes in our practices, our service providers or the law. We will post the updated Policy on our website with a new effective date, and, if the changes are significant, we will notify existing customers by email or by a notice on the store before the changes take effect.

14. Contact Us

American Cable & Rigging
Attn: Privacy
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Email: scottbaker@acrigging.com
Hours: Monday through Friday, 8:00 AM to 12:00 PM and 12:30 PM to 4:30 PM (Eastern), closed Saturday and Sunday
Website: americancablerigging.com | Online store: store.americancablerigging.com