

Steadfast Clothing Privacy Policy

Last updated: June 20, 2026 | Website: steadfastto.com | Operator: Steadfast Clothing | Jurisdiction: Ontario, Canada

This Privacy Policy explains how Steadfast Clothing ("Steadfast", "we", "us", or "our") collects, uses, discloses, retains, and protects personal information when you visit steadfastto.com, join a waitlist, create an account, place an order, contact support, or interact with our marketing.

This policy is written for customers and visitors in Canada, including Ontario. It does not limit any privacy rights you may have under applicable law.

1. Who We Are

Steadfast Clothing operates the Steadfast Clothing website and online store from Ontario, Canada. You can contact us about this policy or your personal information at support@steadfastto.com.

2. Information We Collect

The personal information we collect depends on how you use Steadfast Clothing. We may collect:

- Contact information, including your name, email address, phone number if provided, billing address, and shipping address.
- Account information, including login details, saved preferences, saved addresses, order history, and account support notes.
- Order information, including products viewed or purchased, sizes, colours, quantities, order status, payment status, shipping details, returns, exchanges, refunds, and customer service history.
- Waitlist and launch information, including signup details, consent records, product interest, access code activity, and communications about limited drops or releases.
- Customer support information, including messages, emails, return requests, photos you send us for damaged or incorrect items, and related order details.
- Marketing information, including email or SMS signup details, consent source, unsubscribe status, campaign engagement, preferences, and responses to promotions or surveys.
- Device, browser, and usage information, including IP address, device type, browser type, operating system, approximate location, referring URLs, pages viewed, links clicked, cookies, pixels, analytics events, and log data.
- Security and fraud-prevention information used to protect accounts, payments, orders, website integrity, and customers.

3. Payments

Payments are processed by third-party payment processors. Steadfast Clothing does not intend to store full payment card numbers on its own systems. We may receive limited payment-related information, such as payment status, transaction identifiers, billing details, card brand, last four digits, fraud review information, and chargeback details.

4. How We Use Personal Information

We use personal information for business and legal purposes, including:

- To operate steadfastto.com, the online store, accounts, waitlists, checkout, cart, customer support, returns, exchanges, and related services.
- To process orders, verify payment status, ship products, provide delivery updates, manage returns and refunds, and send transactional messages.
- To respond to customer support requests, account questions, return requests, damaged or incorrect item claims, and other messages.
- To manage accounts, access codes, limited drops, product launches, promotions, and waitlist communications.
- To send marketing emails or SMS messages when you sign up or where the law otherwise permits.
- To personalize the website, remember preferences, understand product demand, improve products, and improve the customer experience.
- To run analytics, measure site performance, understand traffic sources, test improvements, and improve steadfastto.com.
- To detect, prevent, and investigate fraud, misuse, chargebacks, security incidents, policy violations, and other harmful activity.
- To comply with legal, tax, accounting, shipping, customs, insurance, regulatory, dispute resolution, and recordkeeping obligations.

5. Marketing Consent

If you join a waitlist, subscribe to email or SMS marketing, enter a promotion, or otherwise opt in, we may send you messages about Steadfast Clothing products, drops, restocks, events, offers, and brand updates. You can unsubscribe from marketing emails by using the unsubscribe link in the message. If SMS marketing is offered, you can unsubscribe by following the instructions in the text message, such as replying STOP.

Unsubscribing from marketing does not stop transactional or service messages, such as order confirmations, shipping updates, account notices, return updates, security messages, or legally required communications.

6. Cookies and Analytics

We may use cookies, pixels, tags, local storage, analytics tools, log files, and similar technologies to operate the website, keep carts and sessions working, remember preferences, understand traffic, measure campaigns, and improve the site.

Some cookies are necessary for the website and checkout to function. Others help with analytics, personalization, advertising, or similar purposes. You can control some cookies through your browser or device settings, but blocking cookies may affect site features.

7. Third-Party Service Providers

We may share personal information with service providers that help us operate Steadfast Clothing, including hosting providers, e-commerce platforms, payment processors, fraud-prevention tools, shipping carriers, fulfillment providers, returns providers, email and SMS marketing tools, analytics tools, customer service tools, professional advisors, insurers, and other operational vendors.

These providers may access personal information only as needed to provide services to us, comply with law, protect rights and security, or complete a transaction you requested.

8. International Transfers

Some service providers may store or process personal information outside Ontario or Canada, including in the United States or other jurisdictions. Information processed in another jurisdiction may be subject to that jurisdiction's laws and may be accessible to courts, law enforcement, national security authorities, or regulators there.

9. Data Retention

We retain personal information for as long as reasonably necessary to provide services, fulfill orders, maintain business records, comply with legal, tax, accounting, and recordkeeping obligations, resolve disputes, prevent fraud, enforce agreements, and protect Steadfast Clothing and our customers.

When personal information is no longer needed, we will delete, anonymize, or securely dispose of it, subject to legal, technical, and backup limitations.

10. Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, disclosure, alteration, loss, or theft. These safeguards may include access controls, secure payment processing, encryption where appropriate, service provider controls, monitoring, and internal restrictions.

No website, payment system, database, email, SMS, or internet transmission is completely secure. We cannot guarantee absolute security.

11. Your Privacy Choices and Rights

Subject to legal and contractual limits, you may request access to personal information we hold about you, ask that inaccurate or incomplete information be corrected, withdraw consent to certain uses, unsubscribe from marketing, request deletion where available, or ask questions about our privacy practices.

We may need to verify your identity before responding to a request. Withdrawing consent or deleting information may affect our ability to provide certain services, such as fulfilling an order or maintaining an account.

12. Children and Minors

Steadfast Clothing is not directed to children under 13, and we do not knowingly collect personal information from children under 13 without appropriate consent. Customers under the age of majority in their province or territory should use the site only with a parent or guardian.

13. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted on steadfastto.com with a new Last updated date. If changes are material, we will provide additional notice where required by law.

14. Contact Us

For questions about this policy or to make a privacy request, contact support@steadfastto.com. Please include your name, contact information, request details, and any relevant order number so we can respond efficiently.