SWFL TOTE &GO

Skip the Boxes. Tote & Go.

Privacy Policy

SWFL Tote & Go

Effective Date: October 9, 2026

At SWFL Tote & Go, we respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, store, and

share your information when you visit our website, rent our reusable moving totes, purchase moving supplies, or interact with our services.

By using our website, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

When you visit our website, place an order, reserve rental totes, or contact us, we may collect the following information:

- Full name
- Email address
- Phone number
- Delivery and pickup addresses
- Rental dates and package selections
- Order history and purchase information
- Special delivery or pickup instructions
- Information submitted through our contact forms

We may also automatically collect certain technical information, including IP addresses, browser types, device information, pages visited, and website interactions through cookies and similar technologies.

2. How We Use Your Information

SWFL Tote & Go uses the information collected to:

- Process and manage tote rental reservations
- Schedule deliveries and pickups
- Process payments and send order confirmations
- Communicate about rental orders and delivery arrangements
- Respond to customer inquiries
- Provide customer service and support
- Maintain accurate business and transaction records
- Improve our website, services, and customer experience
- Comply with applicable laws and regulations
- Conduct marketing and advertising activities where permitted

We only use personal information for legitimate business purposes and as otherwise permitted by applicable law.

3. Payment Processing and Security

Payments made through our website are processed using secure third-party payment providers integrated with Wix.

SWFL Tote & Go does not directly store complete credit card numbers on its own systems. Payment providers handle payment information in accordance with their applicable privacy and security practices.

We take reasonable measures to protect customer information. However, no method of electronic transmission or storage is guaranteed to be completely secure.

4. Information Sharing and Third-Party Services

We may share customer information with trusted third-party service providers when necessary to operate our business.

These may include:

- Wix, our website hosting and e-commerce platform
- Payment processing providers
- Website analytics and advertising services
- Email and customer communication providers
- Delivery or fulfillment service providers, if applicable

We may also disclose personal information when required by law, to respond to lawful requests, or to protect our business and customers.

We do not sell customer contact lists to third-party marketers.

5. Facebook and Instagram Advertising

SWFL Tote & Go may advertise its products and services through Facebook and Instagram using advertising tools provided by Meta Platforms, Inc.

When enabled, we may use the Meta Pixel, Meta Conversions API, and similar tracking technologies to measure advertising performance and understand how visitors interact with our website.

Depending on the tools enabled and your privacy choices, information collected or shared may include:

- Pages visited on our website
- Rental packages and products viewed
- Shopping cart activity
- Completed purchases
- Device and browser information

- IP addresses
- Other website interactions and conversion events

This information may help us understand which advertisements are effective, improve our marketing campaigns, and display relevant advertisements to potential customers.

Meta may process information according to its own privacy policies.

You can learn more about Meta's privacy practices at:

https://www.facebook.com/privacy/policy/

You may also manage certain advertising preferences through your Facebook and Instagram account settings.

Where required by applicable law, we will obtain consent before using nonessential advertising cookies or tracking technologies.

6. Cookies and Website Tracking

Our website may use cookies and similar technologies to improve functionality, analyze website traffic, and support advertising activities.

These technologies may include:

Essential Cookies: Necessary for website operation, shopping cart functionality, checkout, and security.

Analytics Cookies: Help us understand website traffic and visitor interactions.

Advertising Cookies: May be used by advertising partners, including Meta, to measure advertising effectiveness and deliver relevant advertisements.

Visitors may be able to manage cookie preferences through our website's cookie consent tools or their browser settings.

Disabling certain cookies may affect website functionality.

7. Email and Text Communications

SWFL Tote & Go may contact customers by email, telephone, or text message regarding:

- Order confirmations
- Rental reservations
- Delivery and pickup scheduling

- Changes to rental arrangements
- Payment-related questions
- Customer service inquiries

We may also send promotional communications to customers who have opted in or where otherwise permitted by applicable law.

Customers may opt out of promotional emails using the unsubscribe link provided or by contacting us directly.

Marketing text messages, if offered, will be sent in accordance with applicable consent and opt-out requirements.

8. How We Store and Protect Information

Customer information may be stored and processed through Wix and other trusted service providers used to operate our business.

We take reasonable administrative and technical measures to protect personal information from unauthorized access, misuse, alteration, or disclosure.

Access to customer information is limited to individuals or service providers who need it for legitimate business purposes.

9. Data Retention

We retain personal information for as long as reasonably necessary to:

- Complete rental transactions
- Fulfill delivery and pickup obligations
- Maintain financial and tax records
- Resolve customer disputes
- Comply with applicable legal requirements
- Support legitimate business operations

When personal information is no longer required, we take reasonable steps to delete or securely dispose of it, subject to applicable retention obligations.

10. Your Privacy Rights and Choices

Depending on applicable law, customers may have the right to request access to, correction of, or deletion of certain personal information.

To submit a privacy-related request, please contact us using the information provided below.

We will review and respond to requests in accordance with applicable law.

Certain records may need to be retained for accounting, tax, legal, or legitimate business purposes.

Customers may also manage certain cookie and advertising preferences through available website tools and third-party account settings.

11. Children's Privacy

SWFL Tote & Go's website and rental services are intended for adults and are not directed toward children under the age of 13.

We do not knowingly collect personal information from children under 13.

If we become aware that such information has been collected, we will take appropriate steps to delete it in accordance with applicable law.

12. External Websites and Third-Party Links

Our website may contain links to third-party websites, including social media platforms and payment providers.

SWFL Tote & Go is not responsible for the privacy practices, security, or content of third-party websites.

We encourage visitors to review the privacy policies of any external websites they visit.

13. Changes to This Privacy Policy

SWFL Tote & Go may update this Privacy Policy periodically to reflect changes in our business practices, website functionality, advertising activities, or legal requirements.

Any updates will be posted on this page with a revised effective date.

We encourage customers to review this policy periodically.

14. Contact Information

If you have questions or concerns regarding this Privacy Policy or how your personal information is handled, please contact us.

SWFL Tote & Go

Serving Southwest Florida

Email: Info@swfltote.com

Website: www.swfltote.com

We appreciate your trust in SWFL Tote & Go and are committed to providing a convenient, reliable, and privacy-conscious rental experience.