

Big Trucks and Toys Website Privacy Policy

Effective Date: August 24, 2026

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Big Trucks and Toys respects the privacy of visitors to our website. This Privacy Policy explains how information may be collected and used when you visit or interact with the Big Trucks and Toys website.

This policy applies specifically to **website activity and website analytics/advertising technologies**, including **Wix Analytics, Google Analytics, Google Ads, and Meta Pixel**.

1. Information We Collect Through the Website

When you visit the Big Trucks and Toys website, certain information may be collected automatically through cookies, pixels, analytics technologies, and similar tools.

Depending on your device, browser settings, consent choices, and the technologies active on the website, this information may include:

- IP address
- Device type
- Browser type
- Operating system
- Approximate geographic location derived from technical information
- Date and time of visits
- Pages viewed
- Time spent on pages
- Links or buttons clicked
- Referring website or traffic source
- Website navigation and interaction information
- Advertising campaign information
- Conversion and event information
- Cookie and similar technology identifiers

We use this information to understand how visitors use our website, improve website performance, evaluate advertising, and better understand which marketing efforts lead visitors to Big Trucks and Toys.

2. Information You Voluntarily Provide

We may also collect information that you voluntarily submit through the website, such as through a contact form, quote request, service inquiry, employment form, or other website feature.

Depending on the form, this may include information such as your:

- Name
- Email address
- Telephone number
- Company name
- Vehicle or equipment information
- Message or inquiry
- Other information you choose to provide

We use voluntarily submitted information primarily to respond to the request or communication for which it was provided and for related legitimate business purposes.

3. Cookies & Similar Technologies

The Big Trucks and Toys website uses or may use **cookies, pixels, tags, and similar technologies**.

These technologies can help us:

- Operate and secure the website
- Remember website preferences
- Understand website traffic
- Measure website performance
- Determine how visitors find our website
- Understand which pages and services attract interest
- Measure advertising effectiveness
- Measure conversions and other website actions
- Improve future advertising and website experiences

Some technologies may be necessary for website functionality. Others may relate to analytics or advertising.

Where required, visitors will be provided appropriate choices regarding non-essential cookies and similar technologies.

4. Wix & Wix Analytics

The Big Trucks and Toys website uses [Wix](#) and Wix Analytics to host, operate, maintain, and understand activity on the website.

Wix and its technologies may process technical and usage information associated with website visits. This can include information about devices, browsers, website interactions, traffic sources, and other website activity.

We use Wix Analytics to help understand website performance and visitor behavior.

Information processed by Wix is also subject to Wix's applicable privacy practices.

5. Google Analytics

We use [Google Analytics](#) to better understand how visitors interact with our website.

Google Analytics may collect information concerning website usage, such as:

- Pages visited
- Visit duration
- Traffic sources
- Website interactions
- Device and browser characteristics
- Approximate geographic information
- Events or conversions configured on the website

We use this information to evaluate website performance, identify useful content, understand visitor behavior, and improve the website.

Information processed by Google is subject to Google's applicable privacy practices and controls.

6. Google Ads

Big Trucks and Toys uses [Google Ads](#) to advertise our business and measure the effectiveness of our advertising.

Google Ads technologies may help us determine whether someone who viewed or interacted with an advertisement later visited our website or completed a relevant website action.

Depending on our advertising configuration and your privacy choices, Google technologies may also be used for advertising measurement, audience creation, or personalized advertising.

Information processed through Google Ads is subject to Google's applicable policies and user privacy controls.

7. Meta Pixel

The Big Trucks and Toys website uses the **Meta Pixel**, provided by [Meta](#).

The Meta Pixel helps us understand how visitors interact with our website after viewing or interacting with advertising on Meta platforms, such as Facebook or Instagram.

Depending on our configuration and your privacy choices, the Meta Pixel may help us:

- Measure advertising conversions
- Understand website activity associated with advertisements
- Evaluate advertising effectiveness
- Build or measure advertising audiences
- Improve advertising campaigns
- Deliver advertising to relevant audiences

Meta may process information collected through the Pixel according to its own privacy policies and controls.

8. Advertising & Analytics Information

Google, Meta, Wix, and their associated technologies may receive certain information about your interaction with our website.

Big Trucks and Toys uses these services for purposes such as:

Website analytics → Advertising measurement → Conversion tracking → Audience measurement → Website improvement → Marketing performance

These providers may process information independently according to their own terms and privacy policies.

9. Personalized & Targeted Advertising

Some advertising technologies used on our website may support personalized or targeted advertising.

For example, depending on our configuration and your privacy settings, a visitor who views a particular Big Trucks and Toys webpage may later see advertising related to Big Trucks and Toys on another website or platform.

Where applicable law requires consent or provides a right to opt out of certain targeted advertising, sharing, or similar activities, we will provide the applicable choices.

10. Cookie Choices

You may have several ways to control cookies and similar technologies.

Depending on the website configuration and applicable law, these may include:

- Using the website's cookie-consent controls
- Adjusting browser cookie settings
- Deleting stored cookies
- Using privacy controls provided by Google or Meta
- Adjusting advertising preferences within applicable platforms

Blocking certain cookies may affect website functionality or our ability to understand how the website is being used.

11. How We Use Website Information

Information collected through the website may be used to:

- Operate and maintain the website
- Respond to website inquiries
- Understand visitor activity
- Improve website design and usability
- Identify popular pages, services, and content
- Measure advertising performance
- Track relevant website conversions
- Improve marketing campaigns
- Detect security or technical problems
- Protect the website from misuse
- Maintain appropriate business records
- Comply with applicable legal obligations

12. How Information May Be Shared

We may disclose or make website information available to service providers when reasonably necessary to operate, analyze, advertise, secure, or improve the website.

For the purposes covered by this policy, these providers include:

Wix — website hosting, functionality, and analytics

Google — Google Analytics and Google Ads

Meta — Meta Pixel and advertising measurement

We may also disclose information if reasonably necessary to comply with applicable law, respond to lawful legal process, protect our rights or website, investigate misuse, or protect the safety and security of our business and users.

13. Sale or Sharing of Personal Information

Big Trucks and Toys does not operate its website for the purpose of directly selling visitor personal information for money.

However, certain advertising technologies, including pixels, cookies, audience tools, and cross-site advertising technologies, may be legally considered a **“sale,” “sharing,” targeted advertising, or similar activity under some U.S. state privacy laws**, even when no money is exchanged for personal information.

Where applicable law gives a visitor rights concerning these activities, Big Trucks and Toys will comply with applicable requirements.

14. Data Retention

Website and analytics information may be retained for periods determined by Big Trucks and Toys or the applicable service provider based on the purpose of the information, system configuration, legal requirements, security needs, and legitimate business purposes.

Retention periods may therefore differ between Wix, Google, Meta, and information directly maintained by Big Trucks and Toys.

15. Data Security

Big Trucks and Toys takes reasonable measures intended to protect information under our control.

Our website also relies on third-party technology providers, including Wix, Google, and Meta, that maintain their own security practices.

No internet transmission, website, or electronic storage system can be guaranteed to be completely secure.

16. Third-Party Privacy Practices

This Privacy Policy describes **Big Trucks and Toys' website privacy practices**. It does not replace the privacy policies of Wix, Google, Meta, or other third-party websites or services.

Those companies may process information according to their own terms, privacy policies, settings, and legal obligations.

Visitors who want additional information about those providers' practices should review their respective privacy resources:

[Wix Privacy Policy](#)

[Google Privacy Policy](#)

[Meta Privacy Policy](#)

17. Children's Privacy

The Big Trucks and Toys website is intended for a general adult and commercial audience and is not directed to children under 13.

We do not knowingly use the website to solicit personal information from children under 13.

18. Your Privacy Choices & Requests

Depending on where you reside and applicable privacy law, you may have rights regarding certain personal information associated with your website activity.

Applicable rights may include requesting access to, correction of, or deletion of certain information, or requesting to opt out of certain targeted advertising, sharing, or similar processing.

Not every right applies in every jurisdiction or circumstance.

Big Trucks and Toys may take reasonable steps to verify a privacy request before acting upon it.

19. Do Not Track & Browser Privacy Signals

Browsers and devices may provide privacy controls or signals relating to tracking.

Our response to these signals may depend on the capabilities of our website platform, the technologies being used, and applicable legal requirements.

Where recognition of a legally required browser-based opt-out preference signal is required, we will take reasonable steps to configure our website accordingly.

20. Links to Other Websites

The Big Trucks and Toys website may contain links to websites operated by other organizations.

Once you leave our website, the privacy practices of the destination website apply. Big Trucks and Toys is not responsible for the privacy practices of independent third-party websites.

21. Changes to This Privacy Policy

We may update this Privacy Policy as our website, advertising practices, analytics technologies, or legal requirements change.

Any revised policy will be posted on the website with an updated **Last Updated** date.