

DH Floors Privacy Policy

Last updated: 9/30/2026

DH Floors is a brand of The Dixie Group, Inc. (“DH Floors,” “we,” “us,” or “our”). This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit dixie-home.com, order samples or products, request information or a quote, locate a dealer, sign up for communications, or otherwise interact with us online (together, the “Services”). It applies regardless of the website platform, hosting provider, or payment processor we use to operate the Services.

Please read this Privacy Policy carefully. By using the Services, you acknowledge that you have read and understand it. If there is a conflict between our Terms of Use and this Privacy Policy, this Privacy Policy controls with respect to personal information.

Personal Information We Collect

“Personal information” means information that identifies, or can reasonably be linked to, you or another person. It does not include information that is anonymous or de-identified. Depending on how you interact with the Services and where you live, we may collect the following categories, along with inferences drawn from them:

- **Contact details**, such as your name, mailing, billing and shipping addresses, phone number, and email address.
- **Professional details**, such as your company, title, trade or designer affiliation, dealer or account number, and project information.
- **Order and transaction information**, such as the products and samples you view, request, save, purchase, return or cancel, and your order history.
- **Payment information**, such as payment method, billing details and transaction confirmation. Payments are handled by third-party payment processors. We receive limited details, such as the last four digits of a card, and do not store full payment card numbers.
- **Account information**, such as your username, password, preferences and settings.
- **Communications**, such as messages, inquiries, reviews, survey responses, and any photos, room images or project files you send us.
- **Device information**, such as your IP address, browser type, operating system, device identifiers, and network information.
- **Usage information**, such as pages viewed, links clicked, search terms, referring websites, and the dates and times of your visits.
- **Approximate location**, such as a location derived from your IP address or a ZIP code you enter to find a dealer.
- **Marketing preferences**, such as your subscription status and communication preferences.

We do not intentionally collect sensitive personal information (such as government ID numbers, health information or precise geolocation) through the Services. Please do not send it to us.

Where We Get Personal Information

- **Directly from you**, when you fill out a form, order samples or products, create an account, subscribe, or contact us.
- **Automatically**, from your device through cookies, pixels, tags and similar technologies when you use the Services or open our emails.
- **From service providers** that operate the Services or process information on our behalf.
- **From dealers, retailers, designers and sales representatives** who share information with us to fulfill your request or support your project.
- **From other sources**, such as trade shows, publicly available sources, social media platforms and marketing partners.

Cookies and Similar Technologies

We and our service providers use cookies, pixels, tags, local storage and similar technologies to operate the Services, remember your preferences, understand how the Services are used, measure the effectiveness of our marketing, and show you relevant advertising on other websites and platforms.

These include:

- **Essential technologies** that the Services need to function, such as keeping items in your cart or sample list.
- **Functional technologies** that remember your choices and settings.
- **Analytics technologies**, such as Google Analytics, that help us understand how visitors use the Services. You can opt out of Google Analytics at tools.google.com/dlpage/gaoptout.
- **Advertising technologies** that help us and our partners show ads and measure their results.

You can manage cookies through your browser settings and, where offered, through the cookie preference tool on the Services. Blocking some cookies may affect how the Services work.

How We Use Personal Information

- **To provide the Services**, including fulfilling orders and sample requests, processing payments, arranging shipping, handling returns, and managing accounts.
- **To connect you with our network**, including referring you to authorized dealers, retailers and sales representatives and supporting design and project inquiries.
- **To communicate with you**, including responding to inquiries, providing customer support, and sending transactional messages about your orders or account.
- **For marketing and advertising**, including sending newsletters and promotions by email, text message or mail, and showing you advertising on the Services and other websites, consistent with your choices.
- **To improve and personalize the Services**, including analyzing use, developing products and features, and tailoring content and recommendations.
- **For security and fraud prevention**, including authenticating accounts, protecting transactions, and detecting and responding to fraudulent, unlawful or harmful activity.

- **For legal and business purposes**, including complying with law and legal process, enforcing our terms, and protecting our rights, property and safety and those of others.
- **For any other purpose** we describe when we collect the information, or with your consent.

How We Disclose Personal Information

We may disclose personal information to:

- **Service providers** that perform services on our behalf, such as website hosting and e-commerce platforms, payment processing, order fulfillment and shipping, data analytics, email and text-message delivery, customer relationship management, customer support, and IT and security services.
- **Authorized dealers, retailers, installers and sales representatives**, when you request a quote, a sample, dealer contact or project support.
- **Our affiliates**, including The Dixie Group, Inc. and its other brands.
- **Advertising and analytics partners**, which may use cookies and similar technologies on the Services to collect information about your activity for analytics and advertising. These partners use information under their own privacy policies.
- **Others at your direction or with your consent**, such as when you use a social media sharing feature.
- **Legal authorities and others**, when we believe disclosure is required by law or legal process, or is needed to protect our rights, property or safety or those of our customers or others.
- **Parties to a business transaction**, such as a merger, acquisition, financing, reorganization, bankruptcy, or sale of all or part of our business or assets.

We do not sell personal information for money. However, some disclosures to advertising and analytics partners may be considered a “sale,” “sharing” or “targeted advertising” under certain state privacy laws. You can opt out as described in Your Rights and Choices.

Text Messages

If you opt in to receive text messages from us, message frequency varies and message and data rates may apply. Reply STOP to cancel or HELP for help at any time. Consent to receive marketing text messages is not a condition of any purchase. We do not share mobile phone numbers or text-messaging opt-in information with third parties for their own marketing purposes.

Your Rights and Choices

Depending on where you live, you may have some or all of the following rights. These rights are not absolute, and we may decline a request as permitted by law.

- **Access and know**: request confirmation of whether we process your personal information and access to it.
- **Delete**: request that we delete personal information we hold about you.
- **Correct**: request that we correct inaccurate personal information.
- **Portability**: request a copy of your personal information in a portable format.

- **Opt out of sale, sharing and targeted advertising:** direct us not to “sell” or “share” your personal information, or use it for targeted advertising, as those terms are defined by applicable law. Use the “Your Privacy Choices” link on the Services [insert link] or contact us.
- **Appeal:** if we decline your request, you may appeal by replying to our decision or contacting us as described below. If your appeal is denied, you may contact your state attorney general.

Global Privacy Control. If you visit the Services with a Global Privacy Control (GPC) signal enabled, we will treat it as a request to opt out of sales, sharing and targeted advertising for that browser or device, as required by applicable law. Learn more at globalprivacycontrol.org. Other than GPC, the Services do not respond to browser “Do Not Track” signals.

Marketing communications. You can unsubscribe from marketing emails at any time using the link in any email. We may still send you non-promotional messages about your orders, requests or account.

Making a request. To exercise these rights, contact us using the details below. We may need to verify your identity before acting on a request. You may use an authorized agent; we may require proof of the agent’s authority and ask you to verify your identity directly with us. We will respond within the time required by applicable law and will not discriminate against you for exercising your rights.

California residents. Under California’s “Shine the Light” law, you may request information about our disclosure of personal information to third parties for their own direct marketing purposes.

Nevada residents. You may submit a request directing us not to sell covered information as defined by Nevada law.

Children’s Privacy

The Services are intended for adults and are not directed to children. We do not knowingly collect personal information from children under 13, or under the age of majority where required by law. If you believe a child has provided us personal information, contact us and we will delete it. We do not knowingly sell or share the personal information of individuals under 16.

Security

We use reasonable administrative, technical and physical safeguards designed to protect personal information. No website, data transmission or storage system is completely secure, so we cannot guarantee the security of information you send us. Please do not send sensitive information through unsecured channels such as email.

Retention

We keep personal information for as long as needed for the purposes described in this Privacy Policy, including to provide the Services, maintain business records, comply with legal obligations, resolve disputes and enforce our agreements. When it is no longer needed, we delete or de-identify it.

Third-Party Websites and Social Media

The Services may link to or integrate with websites, platforms and services operated by third parties, including social media platforms and dealer websites. We are not responsible for the privacy, security or content of those sites, and a link does not imply our endorsement. Information you post in public areas or on third-party platforms may be viewed and used by others. Please review the privacy policies of any third-party site you visit.

Visitors Outside the United States

The Services are operated in the United States. If you use the Services from outside the United States, your information will be transferred to, stored and processed in the United States, where data protection laws may differ from those in your country.

Website Disclaimers

- **Product appearance.** Colors, textures and patterns shown on the Services may differ from actual products because of screen settings, photography and natural variation in materials and dye lots. Please view a physical sample before purchasing.
- **Product information.** We work to keep product information, specifications, availability and pricing accurate, but errors may occur and information may change without notice. We reserve the right to correct errors and to change or discontinue products at any time.
- **Installation and care guidance.** Installation, maintenance and care information on the Services is general guidance. Always follow the written installation and care instructions for your product and consult a qualified flooring professional. Warranty coverage is governed only by the applicable written warranty.
- **Third-party content.** We do not control and are not responsible for third-party websites, content, products or services referenced on or linked from the Services.
- **Use of the Services.** The Services and their content are provided “as is” and “as available,” without warranties of any kind, to the fullest extent permitted by law. Your use of the Services is also governed by our Terms of Use.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. We will post the updated policy on the Services, revise the “Last updated” date, and provide any additional notice required by law.

Contact Us

If you have questions about this Privacy Policy or would like to exercise your privacy rights, contact us:

- **Email:** marketingsupport@dixiegroup.com
- **Phone:** 1-866-873-2875
- **Mail:** The Dixie Group, Inc., Attn: Privacy – DH Floors, 475 Reed Road, Dalton, GA 30720