PRIVACY POLICY

Effective Date: _____

This Privacy Policy explains how _____ ("we," "us" or "our") collects, uses, shares and protects personal information when you use our website at _____ and any related app or service (together, the "Services"). In this policy, "personal information" means information that identifies you or could reasonably be linked to you, your household or your device.

1. INFORMATION WE COLLECT

We collect (check all that apply): [ ] contact details such as name, email address, phone number and postal address; [ ] account information such as username, password and profile; [ ] payment information, collected directly by our payment processor; [ ] device and usage data such as IP address, browser, pages viewed and visit times; [ ] location ([ ] approximate, from the IP address [ ] precise, with your permission); [ ] information collected through cookies, pixels and similar technologies; [ ] content you post or upload; [ ] other: _____.

We collect this information directly from you, automatically when you use the Services, and from service providers that help us run the Services.

2. HOW WE USE INFORMATION

We use personal information to (check all that apply): [ ] operate and improve the Services; [ ] process orders, payments and shipping; [ ] manage accounts; [ ] answer questions and give support; [ ] send marketing emails, which you can unsubscribe from at any time; [ ] understand how the Services are used (analytics); [ ] show and measure ads; [ ] prevent fraud and security problems; [ ] meet legal obligations; [ ] other: _____.

3. COOKIES AND TRACKING TECHNOLOGIES

We and our service providers use cookies, pixels and similar technologies to keep the Services working, to understand how they are used and, if checked here, [ ] to show and measure ads. The outside services we use include: _____. Most browsers let you block or delete cookies; some parts of the Services may not work without them.

4. HOW WE SHARE INFORMATION

We share personal information with (check all that apply): [ ] service providers that work for us, such as hosting, email and support tools; [ ] our payment processor; [ ] advertising and analytics partners; [ ] affiliated companies; [ ] a buyer or successor in a merger or sale of the business; [ ] courts, police or regulators when the law requires it; [ ] others when you ask us to.

This general template is provided for informational purposes only and does not constitute legal advice. Requirements vary by state and locality; review current law and attach any disclosures or addenda your situation requires before signing. For a guided state-specific document, visit lawvault.org.

5. SALE OF PERSONAL INFORMATION AND TARGETED ADVERTISING

(Check one.) [ ] We do not sell personal information or share it for targeted advertising. [ ] We share personal information with advertising partners for targeted advertising, which some state laws treat as a sale or sharing. [ ] We sell personal information. If either of the last two boxes is checked, you can opt out at _____.

6. RETENTION AND SECURITY

We keep personal information for _____ (or, if left blank, for as long as we need it for the purposes in this policy and to meet legal requirements), and then delete it or remove the details that identify you.

We use reasonable safeguards designed to protect personal information. No method of sending or storing data is completely secure, so we cannot guarantee its security.

7. CHILDREN'S PRIVACY

The Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. You must be at least _____ years old to use the Services. If we learn we have collected personal information from a child under 13, we will delete it. (If any part of the Services is directed to children under 13, the federal COPPA rule requires verifiable parental consent and a fuller notice than this template provides.)

8. YOUR CHOICES

You can unsubscribe from marketing emails using the link in each email, manage cookies in your browser, and ask to review, correct or delete your personal information by emailing us at _____.

9. DO NOT TRACK AND GLOBAL PRIVACY CONTROL

The Services do not respond to browser Do Not Track signals, because there is no common standard for them. (Check one.) [ ] We treat a Global Privacy Control signal as a request to opt out of the sale or sharing of personal information. [ ] The Services do not respond to Global Privacy Control signals.

(Check one.) [ ] Other parties, such as analytics and advertising providers, may collect personal information about your online activities over time and across different websites when you use the Services. [ ] We do not knowingly allow other parties to do so.

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10. STATE PRIVACY RIGHTS

California residents can find in this policy the information required by the California Online Privacy Protection Act (Cal. Bus. & Prof. Code §§ 22575-22579). If the California Consumer Privacy Act or another state consumer privacy law applies to us, residents of that state may have rights to know, access, correct and delete their personal information, to opt out of its sale or use for targeted advertising, and to appeal our decision. To make a request, contact us using the details below.

11. CHANGES TO THIS PRIVACY POLICY

We may update this policy from time to time. We will post the new version on the Services and change the effective date above, and (if checked) [ ] we will email users about material changes before they take effect.

12. CONTACT US

Business name: _____

Mailing address: _____

Email: _____ Phone: _____

Note: this blank policy is a starting point. Describe only the data and tools you actually use, and add a section for EU and UK visitors if the GDPR applies to you.

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