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# Privacy Policy

Professionally crafted template -- not a substitute for legal advice.

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## PRIVACY POLICY

Effective Date: [Effective Date]

Last Updated: [Effective Date]

Acme Inc. ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website at [www.example.com](http://www.example.com) (the "Website") or use our services.

Please read this Privacy Policy carefully. By using the Website or our services, you consent to the collection and use of your information as described herein. If you do not agree with the practices described in this Privacy Policy, please do not use the Website.

## 1. Information We Collect

We may collect the following types of information:

**Personal Information You Provide:** When you register for an account, make a purchase, subscribe to our newsletter, fill out a form, or otherwise interact with us, we may collect: name, email address, mailing address, phone number, payment information, and any other information you voluntarily provide.

**Automatically Collected Information:** When you access the Website, we may automatically collect certain information, including: IP address, browser type and version, operating system, referring URLs, pages visited, time and date of visits, time spent on pages, and other diagnostic data.

**Cookies and Tracking Technologies:** We use cookies, web beacons, pixels, and similar technologies to collect information about your browsing activity. You can control cookie preferences through your browser settings or our cookie consent tool (OneTrust / Cookiebot / Custom banner).

**Information from Third Parties:** We may receive information about you from third-party services, social media platforms, business partners, or public databases, which we may combine with information we collect directly.

## 2. How We Use Your Information

We use the information we collect for the following purposes:

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- (a) To provide, operate, and maintain the Website and our services;
  - (b) To process transactions and send related information, including purchase confirmations and invoices;
  - (c) To create and manage your account;
  - (d) To send you marketing and promotional communications (with your consent where required by law);
  - (e) To respond to your comments, questions, and requests;
  - (f) To improve, personalize, and expand the Website and our services;
  - (g) To understand and analyze how you use the Website;
  - (h) To develop new products, services, features, and functionality;
  - (i) To detect, prevent, and address technical issues, fraud, and security concerns;
  - (j) To comply with legal obligations and enforce our terms and policies;
  - (k) For any other purpose with your consent.

We process your personal information based on the following legal bases: (i) your consent, (ii) the performance of a contract, (iii) compliance with legal obligations, or (iv) our legitimate business interests, provided such interests are not overridden by your rights.

### **3. How We Share Your Information**

We may share your personal information in the following circumstances:

**Service Providers:** We may share information with third-party service providers who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting, customer service, and marketing. These service providers are contractually obligated to protect your information and may only use it for the purposes for which we disclose it to them.

**Business Transfers:** If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of assets, your information may be transferred as part of that transaction. We will provide notice before your information becomes subject to a different privacy policy.

**Legal Requirements:** We may disclose your information if required to do so by law, regulation, legal process, or governmental request, or when we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others.

**With Your Consent:** We may share your information for any other purpose with your express consent.

We do NOT sell your personal information to third parties.

### **4. Data Retention**

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected and to comply with our legal obligations, resolve disputes, and enforce our agreements. Our default retention period is 24 months.

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When personal information is no longer needed, we will securely delete or anonymize it. In some cases, we may retain anonymized or aggregated data for analytical purposes without restriction.

Account information is retained for the duration of your account and for a reasonable period afterward to comply with legal obligations and resolve disputes.

## **5. Data Security**

We implement commercially reasonable administrative, technical, and physical security measures to protect your personal information from unauthorized access, use, alteration, and disclosure. These measures include:

- (a) Encryption of data in transit using TLS/SSL;
- (b) Encryption of sensitive data at rest;
- (c) Regular security assessments and vulnerability testing;
- (d) Access controls and authentication requirements;
- (e) Employee training on data security and privacy practices;
- (f) Incident response procedures.

However, no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If we become aware of a data breach that affects your personal information, we will notify you in accordance with applicable law.

## **6. Your Privacy Rights**

Depending on your location, you may have the following rights regarding your personal information:

**Right to Access:** You have the right to request a copy of the personal information we hold about you.

**Right to Rectification:** You have the right to request correction of any inaccurate or incomplete personal information.

**Right to Deletion:** You have the right to request deletion of your personal information, subject to certain exceptions required by law.

**Right to Restrict Processing:** You have the right to request that we restrict the processing of your personal information under certain circumstances.

**Right to Data Portability:** You have the right to receive your personal information in a structured, commonly used, and machine-readable format.

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**Right to Object:** You have the right to object to the processing of your personal information based on our legitimate interests.

**Right to Withdraw Consent:** Where processing is based on your consent, you have the right to withdraw consent at any time.

**Right to Opt-Out of Sale:** California residents have the right to opt out of the sale of personal information (though we do not sell personal information).

To exercise any of these rights, please contact us at [privacy@example.com](mailto:privacy@example.com). We will respond to your request within the timeframe required by applicable law (generally 30 to 45 days).

## **7. California Privacy Rights (CCPA/CPRA)**

If you are a California resident, the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA) provide you with additional rights regarding your personal information:

**Right to Know:** You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the business purpose for collecting the information, and the categories of third parties with whom we share the information.

**Right to Delete:** You have the right to request the deletion of your personal information, subject to certain exceptions.

**Right to Opt-Out:** You have the right to opt out of the sale or sharing of your personal information. We do not sell or share personal information as defined under CCPA/CPRA.

**Right to Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA/CPRA rights.

To submit a verifiable consumer request, please contact us at [privacy@example.com](mailto:privacy@example.com).

## **8. Children's Privacy**

Our Website is not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13, we will promptly take steps to delete such information. If you believe we may have collected information from a child under 13, please contact us at [privacy@example.com](mailto:privacy@example.com).

## **9. Changes to This Privacy Policy**

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We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will notify you by updating the "Last Updated" date at the top of this Privacy Policy and, where required by law, providing additional notice (such as by email or through the Website).

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

Contact Us:

Acme Inc.

123 Main Street, City, State 12345

Email: [privacy@example.com](mailto:privacy@example.com)

Data Protection Officer: Jane Doe

## **SIGNATURES**

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date set forth above.

### **Company Representative**

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_