Privacy Policy

1. INTRODUCTION

1.1 **Purpose of the Policy**

This Privacy Policy outlines the practices and principles adhered to by Building Unbreakable Bonds ("the Company," "we," "us," or "our") in relation to the collection, use, disclosure, and protection of personal information of our users ("you" or "your"). By accessing or using our website, located at [www.BuildingUnbreakableBonds.com] ("the Website"), you acknowledge and agree to the practices described in this policy. The Company is committed to respecting your privacy and complying with all applicable data protection laws in the United States and globally, where relevant.

1.2 **Scope of the Policy**

This Privacy Policy applies to all visitors, users, and others who access or use the Website, including any associated services, resources, or features. It describes how we collect and handle personal data when you engage with our Website and the measures we take to ensure that your information is handled responsibly and in compliance with applicable laws.

1.3 **Legal Compliance and Governing Law**

The Company operates under the laws of the United States, and this Privacy Policy has been prepared in compliance with federal and state privacy laws, including but not limited to the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR) for users accessing our Website from the European Economic Area (EEA).

2. INFORMATION COLLECTION

2.1 **Information You Provide to Us**

We collect personal information that you voluntarily provide to us when you:

- Register for an account or subscribe to newsletters.
- Contact us through customer support channels.
- Participate in surveys, promotions, or other interactive features.
- Submit inquiries, feedback, or comments on the Website.

The information collected may include, but is not limited to:

- Full name
- Email address
- Phone number
- Payment details (if applicable)
- Any other information you voluntarily submit during your interaction with our Website.

2.2 **Information We Automatically Collect**

When you interact with our Website, we may collect certain information automatically through cookies, tracking technologies, and server logs. This information may include:

- IP address
- Browser type and version
- Device type and operating system
- Pages visited and duration of visits
- Referral source and exit pages
- Other usage data related to your interaction with the Website.

2.3 **Information Collected from Third Parties**

In certain cases, we may receive information about you from third-party sources, such as:

- Social media platforms (if you choose to log in or connect through them).
- Advertising partners providing insights or analytics about your interactions with our advertisements.
- Publicly available information or databases.

We ensure that any third-party data received is processed in compliance with this Privacy Policy and applicable laws.

2.4 **Sensitive Information**

We do not intentionally collect sensitive personal data such as information about your health, racial or ethnic origin, political opinions, religious beliefs, or sexual orientation unless explicitly required to provide a specific service and permitted by law. Any such data collection will be subject to additional safeguards and explicit consent.

3. USE OF INFORMATION

3.1 **Primary Uses of Personal Information**

We use your personal information to:

- Provide, maintain, and improve the Website and its features.
- Communicate with you, including responding to inquiries or providing updates.
- Personalize your experience by delivering content tailored to your preferences.
- Process transactions, including payments, and issue confirmations.
- Administer surveys, promotions, or other interactive features.

3.2 **Legal Bases for Processing Information**

For users in jurisdictions where data protection laws require a legal basis for processing, we rely on the following:

- Your consent (e.g., when subscribing to newsletters or accepting cookies).
- Performance of a contract (e.g., when providing requested services).
- Compliance with legal obligations (e.g., maintaining financial records).
- Legitimate interests (e.g., improving our Website and detecting fraudulent activity).

3.3 **Marketing and Promotional Communications**

With your explicit consent where required, we may use your personal information to send you promotional materials, updates, or offers that we believe may interest you. You have the right to opt out of marketing communications at any time by using the "unsubscribe" link included in such communications or by contacting us directly.

3.4 **Aggregated and Anonymized Data**

We may aggregate and anonymize your personal information to produce statistical insights, trends, or analytics. Such data is stripped of personal identifiers and cannot be used to identify you individually. Aggregated data may be used internally or shared with third parties to improve the Website or services we offer.

4. DISCLOSURE OF INFORMATION

4.1 **Disclosure to Service Providers**

We may share your personal information with trusted third-party service providers that assist in operating our Website, delivering services, or conducting business-related functions. These service providers are contractually obligated to protect your information and use it solely for the purposes specified. Examples include:

- Payment processors for secure transactions.
- Email service providers for communication purposes.
- Hosting providers for maintaining Website infrastructure.
- Analytics providers to help us understand usage patterns and improve user experience.

4.2 **Disclosure for Legal and Compliance Purposes**

We may disclose personal information if required to do so by law or if we believe such action is necessary to:

- Comply with a legal obligation, such as responding to subpoenas or court orders.
- Protect and defend the rights or property of the Company.
- Prevent or investigate fraud, security issues, or illegal activities.
- Ensure the safety of users or the public.

4.3 **Disclosure in Business Transactions**

In the event of a merger, acquisition, reorganization, or sale of assets, your personal information may be transferred as part of the transaction. Any successor entity will be bound by the terms of this Privacy Policy or provide notice of significant changes.

4.4 **Disclosure with Your Consent**

We may disclose your personal information for purposes not covered by this Privacy Policy when we have obtained your explicit consent. You have the right to withdraw such consent at any time, provided it does not affect the lawfulness of prior processing.

4.5 **Public Information and Forums**

If you voluntarily share personal information on public forums, comment sections, or other interactive areas of the Website, that information may be publicly accessible. We recommend exercising caution when sharing personal details in these environments.

5. INTERNATIONAL TRANSFERS

5.1 **Data Transfers Outside Your Jurisdiction**

Given the global nature of our operations, your personal information may be transferred to, stored in, or processed in jurisdictions outside your country of residence, including the United States. These jurisdictions may have data protection laws that differ from those in your home country.

5.2 **Safeguards for International Transfers**

We ensure that any transfer of personal data outside of your jurisdiction complies with applicable data protection laws. Measures include:

- Utilizing data transfer agreements based on standard contractual clauses approved by regulatory authorities.
- Relying on certification mechanisms, such as the EU-US Data Privacy Framework (if applicable).
- Implementing robust security measures to protect data during transfer and at rest.

5.3 **Your Rights Concerning International Transfers**

Where required by law, you will be notified of cross-border data transfers and given the opportunity to consent to or object to such transfers. You may contact us for additional details regarding safeguards implemented for international data transfers.

6. COOKIES AND TRACKING TECHNOLOGIES

6.1 **Use of Cookies**

The Website utilizes cookies and similar tracking technologies to enhance user experience, analyze usage patterns, and deliver targeted content. Cookies are small data files stored on your device when you visit our Website. Types of cookies we may use include:

- **Essential Cookies**: Necessary for the proper functioning of the Website.
- **Performance Cookies**: Collect anonymous data to improve Website performance.
- **Functional Cookies**: Remember your preferences and personalize your experience.
- **Targeting Cookies**: Track your online behavior for advertising purposes.

6.2 **Managing Cookies**

You can manage or disable cookies through your browser settings. However, disabling cookies may impact the functionality and performance of the Website. Detailed instructions for managing cookies can be found in your browser's help section or on the Website's cookie preferences page.

6.3 **Other Tracking Technologies**

In addition to cookies, we may use web beacons, pixel tags, and similar technologies to collect data about your interactions with our Website, such as email open rates or the effectiveness of marketing campaigns. These technologies work in conjunction with cookies to enhance analytics and improve service delivery.

6.4 **Do Not Track Signals**

Our Website currently does not respond to "Do Not Track" (DNT) signals from browsers. If this policy changes, we will update this section accordingly.

6.5 **Third-Party Cookies and Tracking**

Some third-party services integrated into our Website may set cookies or use tracking technologies on your device. These third parties operate independently, and their use of cookies is governed by their respective privacy policies. We encourage you to review those policies for a clear understanding of their practices.

7. CHILDREN'S PRIVACY

7.1 **General Policy**

The Website is not intended for use by children under the age of 13. We do not knowingly collect, solicit, or process personal information from children under 13 without verifiable parental consent, as required under the Children's Online Privacy Protection Act (COPPA). If you are a parent or legal guardian and believe that your child has provided personal information without your consent, please contact us immediately using the contact details provided in this Privacy Policy.

7.2 **Steps to Protect Children's Information**

We have implemented the following measures to ensure compliance with COPPA and other relevant regulations concerning children's privacy:

- Restricting access to services that may appeal to children under 13.
- Requiring age verification mechanisms for account creation or service usage.
- Promptly deleting any information inadvertently collected from children under 13 upon discovery.

7.3 **Parental Rights and Controls**

Parents or guardians of children under 13 have the right to review, delete, or refuse further collection of their child's personal information. Requests to exercise these rights should be directed to the contact information listed below. We may require verification of parental identity before fulfilling such requests.

8. SECURITY MEASURES

8.1 **Commitment to Data Security**

We take the protection of your personal information seriously and implement robust security measures to safeguard it from unauthorized access, alteration, disclosure, or destruction. These measures are designed to comply with industry standards and applicable data protection laws.

8.2 **Technical and Organizational Measures**

Our security measures include, but are not limited to:

- **Encryption**: Secure transmission of sensitive data using encryption protocols such as SSL/TLS.

- **Access Controls**: Restricting access to personal information to authorized personnel only.
- **Firewalls and Intrusion Detection Systems**: Protecting our systems from unauthorized access or attacks.
- **Regular Security Audits**: Conducting periodic assessments to identify and address vulnerabilities.

8.3 **User Responsibility for Security**

While we strive to protect your personal information, we cannot guarantee complete security. Users are responsible for maintaining the confidentiality of account credentials and avoiding sharing sensitive information in unsecured environments. If you suspect unauthorized use of your account or a security breach, please notify us immediately.

8.4 **Data Breach Notification**

In the unlikely event of a data breach, we will take prompt action to mitigate the impact and notify affected individuals as required by applicable laws. Notifications will include details about the breach, its potential impact, and steps to protect against further risks.

9. DATA RETENTION

9.1 **Retention Period**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, resolve disputes, and enforce our agreements. The specific retention period may vary depending on the nature of the information and the purpose for which it was collected.

9.2 **Criteria for Determining Retention Periods**

The following factors are considered when determining retention periods:

- The duration of your relationship with us and your use of the Website.
- Legal and regulatory requirements mandating the retention of certain information.
- Business needs, such as maintaining records of transactions or interactions.
- The likelihood of legal claims requiring reference to the retained information.

9.3 **Deletion or Anonymization of Data**

Once the retention period has expired, we will securely delete or anonymize your personal information. Anonymized data may be retained for analytical purposes, as it can no longer be associated with an identifiable individual.

9.4 **Your Right to Request Deletion**

You have the right to request the deletion of your personal information under applicable laws. Such requests will be honored unless retention is necessary for compliance with legal obligations or the establishment, exercise, or defense of legal claims.

10. YOUR RIGHTS AND CHOICES

10.1 **Access to Personal Information**

You have the right to request access to the personal information we hold about you. This includes the right to obtain:

- Confirmation that we are processing your data.
- A copy of the personal information we have collected about you.
- Information regarding the purposes for which your data is processed, the categories of data processed, and any third parties with whom it has been shared.

Requests for access can be made by contacting us using the details provided in the "Contact Information" section. We may require verification of your identity before fulfilling your request.

10.2 **Correction of Inaccurate Information**

You have the right to request correction or updates to your personal information if it is incomplete, inaccurate, or outdated. We will take reasonable steps to ensure that corrected information is verified and updated promptly.

10.3 **Right to Deletion**

You have the right to request the deletion of your personal information under applicable laws, subject to certain exceptions. Deletion requests will be honored unless:

- Retention is required to comply with legal obligations.
- The information is needed to resolve disputes, enforce agreements, or protect our rights.

- Other legal exceptions apply, as outlined by federal or state laws.

10.4 **Right to Object or Restrict Processing**

You have the right to:

- Object to the processing of your personal data for specific purposes, such as direct marketing or profiling.
- Request restrictions on the processing of your data, such as during the verification of accuracy or pending resolution of disputes.

10.5 **Right to Data Portability**

In certain circumstances, you may request that your personal information be provided to you or transferred to another service provider in a structured, commonly used, and machine-readable format. This right applies only to data collected with your consent or as part of a contract.

10.6 **Exercising Your Rights**

To exercise your rights, please contact us using the details provided in the "Contact Information" section. We will respond to your request within the timeframe required by applicable law, typically within 30 days. Where permitted, we may charge a reasonable fee for processing repeated or excessive requests.

11. THIRD-PARTY LINKS AND SERVICES

11.1 **Links to Third-Party Websites**

Our Website may contain links to third-party websites, services, or applications. These external platforms operate independently of us and are governed by their own privacy policies. We are not responsible for the privacy practices or content of third-party websites, and we encourage you to review their policies before sharing your personal information.

11.2 **Third-Party Integrations**

Our Website may integrate with third-party services, such as social media platforms, analytics tools, or payment processors. When you interact with these services through our Website, they may collect information directly from you or your device. The information collected is subject to the third party’s privacy policy, and we are not responsible for their data practices.

11.3 **Third-Party Advertising**

We may work with third-party advertisers or ad networks to deliver tailored advertisements to you based on your browsing activity or interests. These third parties may use cookies or similar tracking technologies to collect information about your interactions with their advertisements. You can manage your preferences for such advertising through your browser settings or opt-out mechanisms provided by industry self-regulation programs.

11.4 **Responsibility for Third-Party Policies**

We disclaim all responsibility and liability for the privacy practices of third parties. Your use of any third-party links, services, or integrations is at your own risk, and we recommend reviewing the relevant terms and conditions before proceeding.

12. CONTACT INFORMATION

12.1 **How to Contact Us**

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us on our contact us page.

12.2 **Data Protection Officer (DPO)**

If applicable, you may also contact our designated Data Protection Officer (DPO) for matters related to data protection compliance.

12.3 **Response Times and Resolutions**

We aim to respond to all inquiries or requests within the timeframe required by applicable law. If you are unsatisfied with our response, you have the right to escalate your concerns to the appropriate regulatory authority, such as the Federal Trade Commission (FTC) or your local data protection agency.