

LWhaley

Privacy Policy

LWhaley wants you to know we take your privacy seriously.

General. We care about providing you with tools and information to manage and protect your online privacy. We have developed this privacy policy to inform you about what personal information this website collects, who may receive that information, what we may do with the information, and how long we keep it. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information (PII) in accordance with our website. While we have made every attempt to make this policy as clear as possible, if you have any further questions about it, feel free to contact us.

Personal Information. Your personal information is collected through our contact forms only. This website currently has no applications or programs that gather information from your computer without your consent. Users that request we contact them are required to give us contact information (e.g., your name and email address) and demographic information (e.g., your zip code). Certain information, such as your email address, is collected in order to communicate with you, to verify your identity and for use in our records. Information collected at this website is kept in our records only as long as is necessary to provide requested services to our clients.

Protecting your information. We do not use vulnerability scanning and/or scanning to PCI standards. However, we use regular malware scanning and an external PCI compliant payment gateway handles all payment and credit card transactions.

SSL Certificate. We do not use an SSL certificate. We only provide articles and information. We never ask for personal or private information like names, email addresses, or credit card numbers other than on our contact form.

Cookies and Tracking. Your Internet browser has the in-built facility for storing small text files – “cookies” – that hold information which allow a website to recognize your account. We may use cookies to save your preferences and login information, and to provide personalized functionality. We may use cookies to collect, store, and sometimes track information for statistical purposes to improve the products and services we provide. More specifically, we use different types of cookies for different purposes: (i) “required cookies” are necessary for our website to work properly, (ii) “performance cookies” allow us to analyze how Visitors use our website so we can measure and improve the performance of our website, and (iii) “functional cookies” allow us to remember choices you may have made on our website. We may utilize cookies to track referrals from internal and external affiliates, as well as advertising campaigns. You can reject cookies by changing your browser settings, but be aware that this may disable some of the functionality on the

website. We may also use trusted third-party services that track this information on our behalf. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

Third-party disclosure. We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Social Media. Our website includes social media features (such as the Facebook "Like" button). These features may collect your IP address and which page you are visiting on our website, and may set a cookie to enable the feature to function properly. Social media features and widgets may be hosted by a third party or directly on our website. Your interactions with these features are governed by the privacy policy of the company providing the feature.

Third-party links. We do not include or offer third-party products or services on our website.

California Online Privacy Protection Act. CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. In accordance with CalOPPA, we agree to the following:

- Users can visit our site anonymously.
- Once this privacy policy is created, we will add a link to it including the word 'Privacy' on our home page.
- You will be notified of any Privacy Policy changes on our Privacy Policy Page

Do Not Track signals. We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

Third-party behavioral tracking. It's also important to note that we do not allow third party behavioral tracking

COPPA (Children Online Privacy Protection Act). The COPPA Rule spells out what operators of websites and online services must do to protect children's privacy and safety online. Per that requirement, we do not specifically market to children under the age of 13 years old. We do not knowingly let third-parties, including ad networks or plug-ins collect PII from children under 13.

Fair Information Practices. In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur: We will notify clients via email within 7 business days. We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act. The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations. We collect your email address in order to send information, respond to inquiries, and/or other requests or questions

In accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

Unsubscribe. If at any time you would like to unsubscribe from receiving future emails, you can email us at admin@lwhaley.com and we will promptly remove you from all correspondence.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

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