

## Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to M. Loomer Photography, LLC (MLP), a Colorado Limited Liability Company, and [www.mloomerphotography.com](http://www.mloomerphotography.com) (the Site), and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to MLP include the Site. MLP offers unique photographic services that are specifically tailored to the needs of a diverse range of clients. As part of its marketing and business operations, MLP has an established website through which it offers certain services such as price quotes, as well as the direct purchase of certain products. MLP also has included an online blog on its website that contains information MLP deems may be of interest to its customers as well as others interested in the fields of photography. By using the Site, you consent to the data practices described in this statement.

### Collection of your Personal Information

In order to better provide you with products and services offered on our Site, MLP may collect personally identifiable information, such as your:

- First and Last Name
- E-mail Address
- Phone Number

If you purchase MLP's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

MLP uses third-party vendors, including Square and Shootproof, to collect payment for MLP products and services. MLP directs you to these third-parties' terms of use and privacy policies for more information.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

### Use of your Personal Information

MLP collects and uses your personal information to operate its website(s) and deliver the services you have requested.

MLP may also use your personally identifiable information to inform you of other products or services available from MLP and its affiliates.

### Business Information Collected

In order to better provide you with products and services offered on our Site, MLP may collect business related information to customize products and services purchased through the MLP website, as well as for price quotes. Such information may include:

- Target Customer Base
- Known Competitors
- Methods for business results tracking
- Company Projects
- Company Goals

### **Use of your Business Information**

MLP collects and uses the business information you provide to operate its website(s) and deliver the services you have requested.

MLP may also use your business information to inform you of other products or services available from MLP and its affiliates.

### **Sharing Information with Third Parties**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal and business information that we collect or you provide as described in this privacy policy:

- To our affiliates.
- To contractors, service providers, and other third parties we use to support our business (such as Shootproof or Square) and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "email a friend" feature of our Website, we will transmit the contents of that email and your email address to the recipients.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

### **Tracking User Behavior**

MLP may keep track of the pages our users visit within MLP in order to determine what MLP services are the most popular. This data is used to deliver customized content and advertising within MLP to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by MLP. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Site.

The following is how information may be automatically collected:

- Information that you provide by filling in forms on the Site. This includes information provided at the time of registering to use the Site, retaining our services, posting material, or requesting further services. We may also ask you for information when you

enter a contest or promotion sponsored by us, and when you report a problem with our the Site.

- Records and copies of your correspondence (including email addresses), if you contact us.
- Details of transactions you carry out through the Site and of the fulfillment of your orders. You may be required to provide financial information before placing an order through the Site.
- Google will also run analytics of your IP address and location.

You also may provide information to be published or displayed (hereinafter, "posted") on public areas of the Site, or transmitted to other users of the Site or third parties, such as the comments section at the end of each blog post (collectively, "User Contributions"). Your User Contributions are posted on and transmitted to others at your own risk. Although, we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

### **Links**

This website may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Security of your Personal Information**

MLP secures your personal information from unauthorized access, use, or disclosure. MLP uses the following methods for this purpose:

-SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

### **Children Under Thirteen**

MLP does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

## **Your California Privacy Rights.**

If you are a resident of the State of California and MLP has an established business relationship with you, then, pursuant to Section 1798.83 of the California Civil Code, you have the right to request the following at any time: (a) information from MLP free of charge regarding the manner in which MLP certain personal information collected through the Site and/or the Apps with third parties who use such information for direct marketing purposes; and (b) the discontinuation (or opt-out) of MLP sharing of such information with such third parties. Please submit any such request (“California Privacy Rights Request”) to any one of the following:

By mail: M. Loomer Photography, LLC  
attn.: Site Administrator,  
mloomerphotography@gmail.com

By e-mail: mloomerphotography@gmail.com, with a subject line of “Your California Privacy Rights.”

For each California Privacy Rights Request, please state “Your California Privacy Rights” in the e-mail or letter subject line, and clearly state the following in the body:

- the nature of your request;
- that the request is related to “Your California Privacy Rights;”
- your name, street address, city, state, zip code, and e-mail address; and
- whether you prefer to receive a response to your request by mail or e-mail.
- If you send a California Privacy Rights Request by mail, then please do so by U.S. Certified Mail, Return Receipt Requested to allow for confirmation of mailing, delivery, and tracking. MLP will not accept a California Privacy Rights Request via telephone or fax; and is not responsible for a California Privacy Rights Request that is incomplete, incorrectly labeled, or incorrectly sent.
- You are solely responsible for the accuracy and content of your personal information, and for keeping your personal information current and correct.

## **Do Not Track Signals**

Further, MLP does not respond to “do not track” (DNT) signals.

## **Third Party Collection**

MLP does not authorize third parties to collect your personal information when you use the website, except as expressly stated in this Privacy Policy. **TO THE FULLEST EXTENT PERMITTED BY LAW, MLP IS NOT RESPONSIBLE FOR, AND YOU HEREBY RELEASE MLP FROM ANY AND ALL LIABILITY WHICH MAY ARISE FROM, SUCH THIRD PARTIES’ UNAUTHORIZED COLLECTION OF YOUR PERSONAL INFORMATION.**

## **Changes to this Statement**

MLP reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

**Contact Information**

MLP welcomes your questions or comments regarding this Statement of Privacy. If you believe that MLP has not adhered to this Statement, please contact MLP at [mloomerphotography@gmail.com](mailto:mloomerphotography@gmail.com)