

# **PRIVACY POLICY**

Last updated: April 9, 2021

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

## **INTERPRETATION AND DEFINITIONS**

### **Interpretation**

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

### **Definitions**

For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access our Service or parts of our Service.
- **Company** (referred to as either “Company”, “We”, “Us”, or “Our” in this Agreement) refers to Lap of Love, 17804 US Highway 41 North, Lutz, Florida 33549.
- **Cookies** are small files that are placed on Your computer, mobile device, or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **Country** refers to: Florida, United States
- **Device** means any device that can access the Service such as a computer, a cellphone, or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the Website.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals hired by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Website** refers to Lap of Love, accessible from <https://www.lapoflove.com>.
- **You** means the individual accessing or using the Service, or the company or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

## **COLLECTING AND USING YOUR PERSONAL DATA**

### **Types of Data Collected**

#### **Personal Data**

While using Our Service, We may ask You to provide Us with certain information that can be used to contact or identify You. Such Personal Data may include, but is not limited to:

- Email address
- First name and last name

- Phone number
- Address, State, Province, ZIP/Postal code, City
- Usage Data

## Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

## Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Flash Cookies.** Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about Your preferences or Your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies. For more information on how You can delete Flash Cookies, please read “Where can I change the settings for disabling, or deleting local shared objects?” available at [https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html#main\\_Where\\_can\\_I\\_change\\_the\\_settings\\_for\\_disabling\\_or\\_deleting\\_local\\_shared\\_objects](https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html#main_Where_can_I_change_the_settings_for_disabling_or_deleting_local_shared_objects)
- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be “Persistent” or “Session” Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser. Learn more about cookies: [What Are Cookies?](#).

We use both Session and Persistent Cookies for the purposes set out below:

- Necessary / Essential Cookies
  - Type: Session Cookies
  - Administered by: Us
  - Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

- Cookies Policy / Notice Acceptance Cookies
  - Type: Persistent Cookies
  - Administered by: Us
  - Purpose: These Cookies identify if users have accepted the use of cookies on the Website.
- Functionality Cookies
  - Type: Persistent Cookies
  - Administered by: Us
  - Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

For more information about the cookies we use and your choices regarding cookies, please visit our Cookies Policy or the Cookies section of our Privacy Policy.

## Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain our Service**, including to monitor the usage of our Service.
- **To manage Your Account**: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- **For the performance of a contract**: the development, compliance and undertaking of the purchase contract for the products, items, or services You have purchased or of any other contract with Us through the Service.
- **To contact You**: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products, or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You** with news, special offers and general information about other goods, services, and events which we offer that are similar to those that you have already purchased or inquired about unless You have opted not to receive such information.
- **To manage Your requests**: To attend and manage Your requests to Us.
- **For business transfers**: We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.
- **For other purposes**: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing, and your experience.

## Disclosure of Your Personal Data

### *Service Providers*

We may share Your personal information with Service Providers to monitor and analyze the use of our Service or, to contact You.

### *Business Transactions*

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

### *Affiliates and Business Partners*

We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us. We may also share Your information with Our business partners to offer You certain products, services, or promotions.

#### *Law Enforcement*

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (a court or a government agency).

#### *Other Legal Requirements*

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

#### *Consent*

*We may disclose Your personal information for any other purpose with Your consent.*

#### *Publicly Available Information*

Please be aware that when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, Your contacts on the Third-Party Social Media Service may see Your name, profile, pictures, and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.

### **Retention of Your Personal Data**

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

### **Transfer of Your Personal Data**

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country, or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your acknowledgment of this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a

country unless there are adequate controls in place including the security of Your data and other personal information.

## **Security of Your Personal Data**

The security of Your Personal Data is important to Us but remember that 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 Data, We cannot guarantee its absolute security.

## **Your Rights and Choices**

The CCPA provides California residents with specific rights regarding their Personal Data. This section describes your CCPA rights and explains how to exercise those rights. We do not sell Personal Data.

### *Access Rights*

You have the right to request that Lap of Love disclose certain information to you about our collection and use of Your Personal Data over the past 12 months. Once we receive and confirm your verifiable consumer request (see *Exercising Access and Deletion Rights*), we will disclose to you the following information, subject to certain exceptions described below:

- The categories of Personal Data we collected about you.
- The categories of sources for the Personal Data we collected about you.
- Our business or commercial purpose for collecting that Personal Data.
- The categories of third parties with whom we share that Personal Data.
- The specific pieces of Personal Data we collected about you (also called a “data portability” request).
- If we disclosed your Personal Data for a business purpose, a separate list identifying the Personal Data categories that each category of recipient obtained.

Please note that We are not obligated to provide information to You more than twice in a 12-month period. We are also prohibited from disclosing certain specific pieces of Personal Data, including: Social Security numbers; driver’s license numbers or other government-issued identification numbers; financial account numbers; any health insurance or medical identification numbers; account passwords; and security questions and answers. In addition, the CCPA does not require businesses to search for Personal Data if they:

- Do not maintain the Personal Data in a searchable or reasonably accessible format;
- Maintain the Personal Data solely for legal or compliance purposes;
- Do not sell the Personal Data or use it for any commercial purpose; and
- Describe the categories of records that may contain Personal Data that they did not search because they meet the above conditions.

### *Deletion Rights*

You have the right to request that Lap of Love delete any of your Personal Data that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see *Exercising Access and Deletion Rights*), we will delete (and direct our service providers to delete) your Personal Data from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the Personal Data, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.

- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

### *Exercising Access and Deletion Rights*

To exercise the access and deletion rights described above, please submit a verifiable consumer request to us by either:

- By email: [Support@LapofLove.com](mailto:Support@LapofLove.com)
- By phone: 855-933-5683

We may be required to request certain additional information from You in order to verify your request.

### *Response Timing and Format*

We will confirm receipt of Your request within 10 business days. We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing.

## **CHILDREN'S PRIVACY**

Our Service does not address anyone under the age of 13. We do not knowingly collect Personal Data from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

## **NEWSLETTER**

- You can choose to subscribe to Our newsletter by providing Your e-mail address. After you subscribe, we will save your e-mail address for the purpose of sending you the newsletter.
- You can unsubscribe from the newsletter at any time by clicking on the link provided in each newsletter e-mail or by contacting us according to the instructions below (Contact Us).

## **USE OF EXTERNAL TOOLS ON OUR WEBSITE**

### **Google Analytics**

The Company has integrated the component Google Analytics (with anonymization function) on this Website.

Google Analytics is a web analytics service. Web analytics is the gathering, collection, and analysis of data about the behavior of visitors to websites. Among other things, web analytics services collect data about the websites a user has visited before visiting the current website (so-called referrers), which subpages of the website are accessed and how often and for how long a subpage is viewed. Such services are mainly used to optimize a website and for the cost-benefit analysis of Internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Google Analytics uses cookies. The information generated by the cookie about your use of the Website is usually transmitted to a Google server in the USA and stored there. Google might transfer the Personal Data collected via this technical procedure to third parties.

Because IP anonymization is activated on our Website, your IP address will be shortened by Google. On Our behalf, Google will use this information to evaluate Your use of the Website, compile reports on Website activity and to provide further services related to the Website and internet use to Us. The IP address transferred through your browser to Google Analytics will not be combined with other data held by Google.

In addition, this Website uses the Analytics feature User ID to track interaction data. This User ID will be additionally anonymized and encrypted and will not be linked with other data.

If You want to disable cookie storage for Google, you can do so via Your browser settings.

In addition, you may prevent the collection of the data generated by the cookie and related to Your use of the Website (including your IP address) by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

This browser add-on informs Google Analytics via JavaScript that no data and information about Website visits may be transmitted to Google Analytics.

Further information and Google's applicable privacy regulations can be found at <https://policies.google.com/privacy?hl=en> and <https://marketingplatform.google.com/about/>. The following link provides a further explanation of Google Analytics <https://marketingplatform.google.com/about/>.

Our Website also uses Google Analytics performance reports relating to demographics and interests and reports on Google Display Network impressions. You can disable Google Analytics for display advertising and customize the ads on the Google Display Network by visiting the ad settings at this link: <https://www.google.com/ads/preferences?continue=aHR0cHM6Ly9hZHNzZXR0aW5ncy5nb29nbGUuY29tL2Fub255bW91cw%3D%3D>.

## **Facebook Tracking Pixel**

Our Service uses Facebook's "tracking pixel." This pixel can be used to track the behavior of users who have been redirected to Our Website by clicking on a Facebook and / or Instagram ad. This allows Us to record the effectiveness of Facebook and Instagram ads for statistical and market research purposes and, if necessary, to take optimization measures. The tracking of users who have landed on our Website after clicking on one of our Facebook and Instagram ads can remain active up to 180 days.

The data collected in this way is anonymous for us, i.e., we do not see the Personal Data of individual users. However, this data is stored and processed by Facebook, which may connect this data to a user's Facebook account and also use it for its own advertising purposes in accordance with its privacy policy.

If You want to disable cookie storage for Facebook, you can do so via Your browser settings.

## **LINKS TO OTHER WEBSITES**

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

## **CHANGES TO THIS PRIVACY POLICY**

We may update Our Privacy Policy from time to time. We will notify You via email and/or a prominent notice on Our Service prior to the change becoming effective and update the “Last updated” date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## **CONTACT US**

If you have any questions about this Privacy Policy, You can contact us:

- By email: [Support@LapofLove.com](mailto:Support@LapofLove.com)
- By phone: 855-933-5683