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## Blaylock, LLC Privacy Policy

**This Policy: Blaylock-Privacy-012020-1 is effective January 1, 2020**

Blaylock, LLC with a website address of <https://blaylockllc.com> and having its principal office at 209 Oak St., Evansville, Indiana 47713 (“We”) is committed to protecting your privacy and collecting the minimum amount of information needed to provide our services – referred to as (“Services”). Your use of the Services indicates that you agree to this policy.

1. We do not collect Personal Information, other than information you voluntarily provide.
2. We may collect Aggregate Data to help improve our Services.
3. We do not sell your Personal Information to advertisers or other third parties.
4. We share your Personal Information only when legally required, or when reasonably necessary to conduct business with our clients.
5. We retain your Personal Information for no more than 30 days after you request deletion.
6. Small changes may occur without notification; you can request to be notified of substantive changes.
7. You can contact us for more information or to make a change request.

### Definition of Personal Information:

As used in this policy, “Personal Information” is data that can identify a particular person, which has not been shared voluntarily, provided from a third party, or which has been previously publicly available.

### Exclusions from Personal Information:

Website statistics packages such as Google Analytics may be used to analyze trends in how our website is accessed and utilized. This information is anonymous and cannot be directly linked to individual users. This (“Aggregate Data”) is not considered Personal Information.

### Terms:

1. **We do not collect Personal Information, unless you voluntarily provide it.**

You may provide us with Personal Information in the course of routine business by sending us an email, participating in a survey, completing an on-line contact form, executing a contract, or providing us with hard copy. We do save your email and billing information for business use. We do not collect information about your online activities over time and across third-party websites or online services. There is no need for us to respond to a browser’s Do Not Track settings because we do not track you. We strongly support a consumer’s right to set such a preference and encourage all website operators to honor this consumer choice.

2. **Aggregate Data is not considered Personal Information, and may be collected.**

To improve the Services and your website experience, we may collect usage statistics from our website, including the number of page views, visitor browser types, operating systems, or the links clicked to navigate to and from our site. This information is anonymous and cannot be directly linked to individual users. We may use it to identify high-use or low-use



areas of the site, pinpoint problem areas of the site, analyze broad demographic trends in our visitors, and make decisions about how to make it easier for people to find and navigate our website. We may use a non-identifying first-party browser cookie to remember your search preferences (language, country, search engine). Our cookies do not track you. Most browsers allow you to refuse cookies or disable them as determined by your browser preferences.

### **3. We do not sell your Personal Information to advertisers or other third parties.**

Personal information will not be sold or transferred to any non-affiliated third parties unless otherwise stated at the time of collection. **Google:** We do utilize Google products for business, email handling, and online collaboration with our clients including: Gmail, Drive, and Contacts. Voluntarily provided Personal Information may be stored or handled by them. Their privacy policies should be reviewed here: <https://policies.google.com/> **Payment Processing:** We do use Quickbooks, Stripe, and PayPal to store and process client payments. You can optionally provide your email for receipts. Your payment information and email is subject to their respective privacy policies: <https://security.intuit.com/index.php/privacy>, <https://stripe.com/privacy>, and <https://paypal.com/privacy>. **Plugins:** This website does utilize Smush and Ninja Forms for picture processing and contact page. **Smush** uses the Stackpath Content Delivery Network (CDN). Stackpath may store web log information of site visitors, including IPs, UA, referrer, Location and ISP info of site visitors for 7 days. Files and images served by the CDN may be stored and served from countries other than your own. Stackpath's privacy policy can be found here: <https://www.stackpath.com/legal/privacy-statement/>. Smush uses a third-party email service (Drip) to send informational emails to the site administrator. The administrator's email address is sent to Drip and a cookie is set by the service. Only administrator information is collected by Drip. **NinjaForm:** Our contact page is a NinjaForm, their privacy policy may be found here: <https://ninjaforms.com/privacy-policy/>. Contact through this form is not required, and normal email methods can be substituted if these policies are not acceptable. **Links:** This website may contain links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our site to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by us and by this website.

### **4. We share your Personal Information only when legally required, or when reasonably necessary to conduct business with our clients.**

There are a few, rare, circumstances when we may have to share your Personal Information either to obey the law or to protect our rights. We'll share your Personal Information only to comply with laws or legally enforceable requests, to enforce our own rights, and contracts with users or third parties, or when necessary to prevent harm to others and their property. In all instances, we will share the minimum information reasonably necessary to meet the immediate need and inform you of our disclosure when legally and practically possible.

### **5. We retain your Personal Information for no more than 30 days after your request deletion.**

We will remove your Personal Information from our records within 30 days of a written request; except where the information is required for existing contract support, subscriptions, or billing.

### **6. Changes to this policy**

We may make inconsequential changes to this policy with or without direct notice to you, so you are encouraged to review the policy from time to time. Substantive changes to this policy will be emailed to users who submit a request to [privacy@blaylockllc.com](mailto:privacy@blaylockllc.com).

### **7. Contact Information**

You can contact us at [blaylock@blaylockllc.com](mailto:blaylock@blaylockllc.com) to submit requests or to ask questions about these Terms.

