

**PRIVACY POLICY TEMPLATE FOR LEADNET CUSTOMERS**

*While the following Privacy Policy template has been drafted by legal counsel specializing in data privacy and cybersecurity, this policy is for informational purposes only and is not legal advice. Please feel free to use and modify for your own purposes, and at your own risk. Some of the comments in yellow may assist in drafting certain sections of the Privacy Policy template but are not intended to be in the final Privacy Policy.*

*In addition, you may already have a privacy policy on your website that has similar sections. If so, you can use the content here to supplement your existing language in those sections.*

**PRIVACY POLICY**

Last updated: [DATE WHEN MADE LIVE]

This Privacy Policy applies to [YOUR ENTITY NAME] and our affiliates (“[Your Entity Name],” “we,” “our,” “us”). Please read this Privacy Policy carefully to learn how we collect, use, share, and otherwise process your information (“personal information”), and to learn about your rights and choices regarding your personal information.

This Privacy Policy explains how we collect, use, and share the personal information that we gather on [Describe your website, products and/or services.]

**1. Information We Collect**

**Information You Give Us.** You may give us information by signing up for an online account, entering information through our online forms or surveys, inputting information while using our services, contacting us through our chat service, contacting us by phone or email for information or customer service, or interacting with our website, or products and services.

The categories of information include:

* Identifiers, such as name, postal address, online identifier, Internet Protocol address, email address.
* Categories of personal information described in Section 1798.80(e) of the California Civil Code, such as name, address, and telephone number.
* Commercial information, such as products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
* Internet or other electronic network activity information, such as browsing history, search history, and information regarding a consumer’s interaction with an Internet Web site, application, or advertisement
* Geolocation data, such as your physical address.
* Inferences drawn from the above categories of information.
* [Optional – Describe any additional categories.]

**Information We Automatically Collect.** Like many website operators, we collect information that your browser sends whenever you visit our websites. This information may be collected via several technologies, including cookies, pixels, and tracking scripts, and may be combined with the information you give us. [*Optional* – Describe any additional categories.]

**[Information We Collect from Third Parties.** Describe any information collected from third parties outside of LeadNet].

**2. How We Use Your Information**

We use your personal information for the following purposes:

* To provide you with the products and services on our websites, which includes:
  + [Describe your Products and Services].
* To provide analytic services, such as analyzing customer usage and improving services offered.
* To detect security incidents, protect against fraudulent or other criminal activity, debug and repair errors, and maintain the overall quality and safety of our websites.
* To market our products and/or services to you, which includes using a direct marketing provider to send you postcards, email marketing, or possibly reach out with a phone call.
* To fulfill our legal and financial obligations.
* [*Optional* - Describe any additional categories].

**Marketing:** We may use your personal information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe instructions provided in any email we send, or you can contact us using the contact details provided in the “Contact Information” section below. You will continue to receive service-related messages concerning products and services you have purchased (unless we have indicated otherwise).

**3. How We Share Your Information**

**Affiliates and Service Providers.** We may share your information with our third-party service providers, vendors, agents, and any subcontractors as required to offer you our products and services. The service providers we use help us to:

* Run, operate, and maintain our websites through third-party platforms and software tools; and,
* Provide direct marketing campaigns, including sending postcards and emails to you.

**Direct Marketing Providers.** With respect to your personal information, we share your information with direct marketing providers and advertising partners to market our services to you via email, mail and postcards. You can opt out of this by contacting us. Our company never sells this information to any other company or service and this information is used solely for our own advertising and marketing purposes.

[*Optional* - Describe any additional categories].

**4. Your Privacy Choices**

**Marketing Opt-Out:** We may use your personal information to contact you with newsletters, marketing or promotional materials, and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by contacting us.

**Opting Out of Online Targeting:**  If you wish to opt out of other third party ad platforms and ad networks (including ones we work with and may have transferred data to in the past), we recommend visiting the opt-out pages offered by the Network Advertising Initiative Consumer Opt Opt Program (http://optout.networkadvertising.org) and the Digital Advertising Alliance’s Self-Regulatory Program (http://www.aboutads.info).

Opting out through the above methods will cause one or more opt-out cookies to be set on your browser or device, to indicate that you have opted out. Opting out in this way won’t prevent you from seeing ads: but it will in many cases lead the companies listed to stop customizing ads based on inferences they have made about you or your interests. Note that opt-outs are browser-specific, so opting out on one browser will not affect a second browser or device that you use. For the same reason, if you buy a new device, change browsers or clear all cookies, you’ll need to perform this opt-out task again.

**Unsubscribing from Our Emails:** In addition, when we send an email to you (whether on our behalf or on behalf of a client) via mass email methods, we will provide a way for you to opt out of receiving these emails from us in the future. Usually, this appears as an “unsubscribe” or “opt out” link in the footer of the email.

**5.Cookies**

To make our websites and services work properly, we sometimes place small data files called cookies on your device. A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, shopping cart, or other preferences) over a period of time, so you do not have to keep re-entering them whenever you come back to the site or browse from one page to another. We also use tracking scripts to provide direct marketing to you.

[Describe any additional cookies and pixels and any opt-outs outside of LeadNet required by applicable law.]

**6. Children’s Privacy**

The websites are not directed at individuals under the age of 13. We do not knowingly collect personal information from children under 13. If you become aware that a child has provided us with personal information, please contact us using the contact details provided at the end of this Privacy Policy. If we become aware that a child under 13 has provided us with personal information, we will take steps to delete such information.

**7. Change of Control**

Personal information may be transferred to a third party because of a sale, acquisition, merger, reorganization, or other change in control. If we sell, merge, or transfer any part of the business, part of the sale may include your personal information.

**8. Policy Updates**

This policy may be periodically updated. We encourage you to periodically review this Privacy Policy to ensure you are familiar with the most current version. Please review carefully before submitting personal information to our websites. The date the Privacy Policy was last updated is indicated at the top of this page.

**9. Contact Information**

If you wish to contact us or have any questions about or complaints in relation to this Privacy Policy, please contact us at the following contact details:

[Your Contact Details Here]