



Privacy Policy

Last Updated on May 20, 2024

At Jpellot Digital, your privacy is our priority. This Privacy Policy outlines how we collect, use, share, and protect your personal information when you visit our website, purchase our products or services, or engage with us on social media. It also describes your rights regarding the data we collect.

Please read this policy carefully. We will notify you of any changes by updating the "last updated" date at the top. By continuing to use our site after changes are posted, you accept the revised policy. We encourage you to review this policy regularly.

Information We Collect

We gather various types of information when you visit our website, make purchases, or interact with us on social media. By accepting this policy, you consent to the collection, use, processing, and sharing of your data with third-party processors as necessary for our business operations.

Personal Data: Includes information that identifies you, such as your name, address, email, phone number, and demographic details. You provide this data voluntarily through our website or mobile app, such as during registration or purchases.

Derivative Data: Automatically collected by our servers, including your IP address, browser type, access times, and pages viewed. This can also include data from third-party providers like advertising and analytics services.

Financial Data: Related to your payment methods, like credit card or bank details. This data is primarily handled by our payment processor, Stripe. You should review Stripe's Privacy Policy for more details.

Social Networking Data: Information from your social media profiles, such as your name, username, location, email, age, gender, and profile picture, based on your privacy settings on those platforms.

Mobile Device Data: Information about your mobile device, such as device ID, model, manufacturer, and location, if you access our site through a mobile device.

Other Data: Any additional information you provide for contests, surveys, or other interactions with us.

How We Use Your Information

Your data helps us offer products and services, fulfill our obligations, personalize your experience, and suggest other products and services. We may use your data to:

- Create and manage your account
- Deliver purchased products or services
- Communicate with you
- Process payments and refunds
- Inform you about new offerings
- Engage with you on social media
- Send newsletters and updates
- Deliver targeted advertising
- Request feedback
- Notify you of updates
- Resolve disputes and troubleshoot issues
- Administer contests or giveaways
- Personalize your experience on our site
- Compile anonymous statistical data
- Assist law enforcement as needed
- Prevent fraudulent activity
- Analyze trends to improve our offerings

Grounds for Using and Processing Your Data

We use and process your data based on:

- **Legitimate Business Interests:** Communicating with you, improving our services, and providing requested information or products.
- **Performance of a Contract:** To fulfill our contractual obligations to you.
- **Consent:** Based on your agreement to our use and sharing of your data. You can withdraw your consent at any time.
- **Legal Obligations:** To comply with legal requirements.

Why We Disclose Your Information

We may share your data with third parties for business operations, legal compliance, and protecting our interests. Reasons for sharing include:

- **Third Party Processing:** For payment processing, hosting services, email delivery, communications, and customer service.
- **By Law:** To comply with legal requirements or protect rights and safety.
- **Protect Our Company:** To investigate and address rights or policy violations.
- **Business Transfers:** During mergers, acquisitions, or similar transactions.
- **Other Third Parties:** For business analysis and marketing purposes.
- **Sale or Bankruptcy:** If our company is sold or goes bankrupt.
- **Interaction with Others:** When you participate in group activities on our site.
- **Online Postings:** Public comments or posts.
- **External Links:** Caution advised when clicking third-party links.
- **Other Purposes:** To comply with legal obligations or protect vital interests.

Tracking Technologies

We use various technologies to collect data:

- **Log Files:** Standard analytics data such as IP addresses and browser types.
- **Cookies:** For authentication, personalization, security, and performance analysis. Types include essential, functionality, and social media cookies.
- **Pixel Tags:** Small graphics to monitor site use and interactions.
- **Email Confirmations:** To track email engagement.
- **Other Technologies:** For security, fraud detection, and website improvement.

Website Analytics

We partner with analytics companies like Google Analytics to understand website usage. These companies use cookies and other technologies to collect data. You can opt out of tracking by using tools like the Google Analytics opt-out browser add-on.

Processing Your Information

We primarily use third-party processors for tasks like payment processing. Occasionally, we process data internally to maintain and improve our site, fulfill contracts, and comply with legal obligations.

International Data

If you are outside the U.S., your data may be transferred and stored on servers in the U.S. By using our site, you consent to this transfer and acknowledge that U.S. privacy laws may differ from those in your country.

Data Retention

We retain personal data as long as necessary for our business purposes or legal obligations. You can request data deletion at any time. Note that third-party data retention policies may differ.

Security of Your Information

We use reasonable security measures to protect your data. However, no security system is foolproof. By using our site, you acknowledge the risks of internet data transmission.

Children

Our site is not intended for children under 16, and we do not knowingly collect data from them. If you believe we have collected data from a minor, please contact us to delete it.

Sensitive Data

Do not submit sensitive data (e.g., social security numbers, health data) to us. If you do, you consent to our processing of this data.

YOUR RIGHTS

You have certain rights with respect to your personal data, as outlined below. Note that we may charge you a reasonable fee for actions that you ask us to take with respect to your data. In addition, we reserve the right to request that you provide us with evidence of your identity before we take any action with respect to the exercise of your data rights. Further, your rights may be restricted or nullified to the extent they conflict with our compelling business interests, the public interest, or the law.

Update Account Information: You have the right to update or change any information you have provided to us. To update or delete your information, please contact us at Josie@jpellotdigital.com.

Confirm Personal Data and Its Use: You have the right to request that we confirm what data we hold about you, and for what purposes. You also have the right to confirmation of whether we process your data or deliver your data to third party processors, and for what purposes. We will supply you with copies of your personal data unless doing so affects the rights and freedoms of others.

Change Consent: You have the right to change your consent to our use of your information. In such cases, we may require you to delete your account with us, as described above, and you may not have full access to our website.

Request a Copy of Data: You have the right to request a digital copy of the data that we hold about you. Your first request for a copy of your personal data will be provided free of charge; subsequent requests will incur a reasonable fee.

Transfer Your Data: You have the right to request that we gather and transfer your data to another controller, in a commonly used and machine readable format, unless doing so would cause us an undue burden.

Delete All Data: You have the right to request that we delete all data that we hold about you, and we must delete such data without undue delay. There are exceptions to this right, such as when keeping your data is required by law, is necessary to exercise the right of freedom of expression and information, is required for compliance with a legal obligation, or is necessary for the exercise or defense of legal claims. Such a request may result in termination of your account with us and you may have limited or no use of our website.

Emails And Communications: You may opt out of receiving future email correspondence from us by checking the appropriate box when you register for the account or make a purchase. You may change your communication settings by contacting us at Josie@jpellotdigital.com.

Marketing Communications: You may opt out of receiving any third-party marketing communications or having your personal information used for marketing purposes. You may do this by contacting us at josie@jpellotdigital.com.

Processing: You may, in some circumstances, restrict the processing of your data, such as when you contest the accuracy of your data or when you have objected to processing, pending the verification of that objection. When processing has been restricted, we will continue to store your data but will not pass it on to third party processors without your consent, or as necessary to comply with legal obligations or protect your rights or those of others or our company. In addition, you may opt out of any processing of your data altogether. Note however that doing so may result in the termination of your account and loss of access to our website.

Complaints: If you are an EU resident, you have the right to complain to a supervising authority if you believe we are misusing your data or have violated any of your rights under this Privacy Policy or applicable law. You may do so in the EU member state in which you reside or have your place of business or in which the alleged infringement took place. If you are located outside the EU, you may have rights under privacy laws in the jurisdiction where you live.

CALIFORNIA PRIVACY RIGHTS

The State of California has established its own unique regulations that apply to California residents. If you reside in California, you have the right to obtain from us, once per year and free of charge, information regarding what information we disclose to third party marketers, and the names and addresses of each third party to whom we disclose your data. If you are a California resident and would like to make such a request, please use the contact information listed below.

If you are a California resident and under the age of 18, you have the right to request that we remove any data that you publicly post on our website. To request removal of your data, please use the contact information listed below. Note that while we will remove your data that is publicly posted on our website, we may not be able to completely remove that data from our systems.

Newsletter Privacy

We offer the opportunity for you to volunteer certain information to us that is used for email and marketing purposes. This information includes, but is not limited to, your name and email. You will have an opportunity to unsubscribe from any future communications via email, but we reserve the right to maintain a database of past email subscribers. We reserve the right to use this information as reasonably necessary in our business and as provided by law. Your information will be shared with reasonably necessary parties for the ordinary course of

conducting our business, such as through Facebook ads or Google Pay Per Click marketing campaigns. We do not ever sell your information to third parties.

Severability

If any part of these Terms, Conditions and Privacy Policy is deemed unlawful and/or unenforceable, all other provisions contained herein will remain in full force and effect.

Entire Agreement

The information contained herein constitutes the entire agreement between site users and our company relating to the use of this website.

Law and Jurisdiction

These Terms, Conditions and Privacy Policy are governed by and construed in accordance with United States law. Any dispute arising out of or related to the information contained herein is subject to adjudication in the state of North Carolina, United States.

Contact Information

Email: Josie@jpellotdigital.com