

## **Bild a Better Business Website Privacy Policy**

Your privacy is important to Bild a Better Business. Please read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use, and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

By using our website [Https://www.BildaBetterBusiness.com](https://www.BildaBetterBusiness.com), you signify your consent to the terms of our Privacy Policy. If you do not agree with any terms of this Privacy Policy, please do not use this site or submit any personal information to us.

### **1. Who We Are**

Bild a Better Business and operating at [Https://www.BildaBetterBusiness.com](https://www.BildaBetterBusiness.com) collects, uses, and is responsible for certain personal information about you.

### **2. Children's Online Privacy Protection Act**

This website and any products and services offered herein are not intended for persons under the age of 13. Bild a Better Business does not knowingly collect information from anyone under 13 years of age. Bild a Better Business prohibits children under the age of 13 from using all interactive portions of this website, including leaving any comments, filling out forms, or otherwise submitting information. Bild a Better Business will not knowingly collect personally identifiable information from children under 13. If Bild a Better Business learns it has any information or content from anyone under the age of 13, it will delete that information.

### **3. The Personal Information We Collect and Use**

#### **a. *Information Collected by Us***

Bild a Better Business may collect, use, and is responsible for certain personal information that you provide when you voluntarily sign up for e-mails, register for a class or presentation, leave comments, order a service or product, fill out any type of form, access private membership pages, or otherwise contact Bild a Better Business via an online form or e-mail. The information collected may include your name, e-mail, address, phone number, and/or billing information. You are not required to provide any personally identifiable information to merely access or visit this website.

Bild a Better Business may collect domain information, your numerical IP address, the type of browser you use, which pages you view, and the files you request. We may also use "cookies" (small files saved on your hard drive by your web browser) to analyze website and advertisement performance, track user patterns, save information from your previous visits, and customize your experience.

If your browser sends a "Do Not Track" signal, only a generic cookie will be placed on your device while the website is accessed.

If your browser sends a "Do Not Track" signal, our website will honor it.

We will ask for your consent to allow us to use cookies. Bild a Better Business or its third-party vendors may collect nonpersonal information through the use of these technologies. Nonpersonal information might include the browser you use, the type of computer you use technical information about your means of connection to this website such as the operating systems and the Internet service

providers utilized and other similar information. Bild a Better Business's systems may also automatically gather information about the areas you visit and search terms you use on this website and about the links you may select from within this website to other areas of the Internet.

Area ("EEA"), we are regulated under the General Data Protection Regulation which applies across the European Union and we are responsible as controller of that personal information for the purposes of those laws.

If you are located in the United Kingdom ("UK"), we are regulated under UK data regulations known as "UK GDPR."

**b. *How we use your personal information***

Bild a Better Business collects such information in order to send e-mails, fulfill orders, deliver services and products, complete customer transactions, oversee contests and promotions, and improve website performance and customer service.

**c. *Who We Share Your Personal Information With***

Bild a Better Business respects your privacy and will never sell, trade, or transfer your personally identifiable information to third parties (beyond what is necessary for fulfilling a customer transaction or for the basic functionality of an online service) without your consent.]

Bild a Better Business may release personal information to enforce its Website Terms and Conditions of Use, other Terms and Conditions, manage its business, protect users or the general public, or to otherwise comply with legal obligations.

If you give Bild a Better Business your permission, it may also use personal identification information for internal or external marketing and promotional purposes.

On occasion, Bild a Better Business may collect personal identification information from you in connection with optional contests, special offers, or promotions. Bild a Better Business will share such information with necessary third parties for the purpose of carrying out the contest, special offer, or promotion. We will ask for your consent to such disclosure and use of such information, prior to your participation in the contest, special offer or promotion.

We reserve the right to transfer personal information in the event that we merge with or are acquired by a third party. We also may disclose your personal information for any other purpose permitted by law or to which you consent.

We will not share your personal information with any other third party.

**d. *How Long Your Personal Information Will Be Kept***

We will hold all non-client personal data until you let us know you would like for us to delete it or unsubscribe from our marketing contacts, which you are free to do at any time. We will hold all client and customer personal data in our files for six years.

**e. *Reasons We Can Collect and Use Your Personal Information***

Bild a Better Business collects and uses your personal information to send e-mails, fulfill orders, deliver services and products, complete customer transactions, oversee contests and promotions, and improve website performance and customer service.

## **Your Rights**

If you want to unsubscribe from receiving e-mails from Bild a Better Business, you may do so at any time. Each e-mail from Bild a Better Business includes instructions for unsubscribing from these e-mail communications.

If you are covered by the General Data Protection Regulation or other relevant privacy regulations, you have a number of important rights free of charge. In summary, those include rights to:

- Fair processing of information and transparency over how we use your use personal information
- Access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- Require us to correct any mistakes in your information which we hold
- Require the erasure of personal information concerning you in certain situations
- Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- Object at any time to processing of personal information concerning you for direct marketing
- Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- Object in certain other situations to our continued processing of your personal information
- Otherwise restrict our processing of your personal information in certain circumstances

You may also have the right to claim compensation for damages caused by our breach of any data protection laws.

For further information on each of those rights, including the circumstances in which they apply, visit [www.gdpr.eu](http://www.gdpr.eu); <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>; or <https://www.priv.gc.ca/en> .

If you would like to exercise any of those rights, please:

- Email, call, or write to us
- Provide us enough information to identify you [(e.g., first and last name, account number, user name, registration details)]
- Provide us proof of your identity and address (a copy of your driver's license or passport and a recent utility or credit card bill)
- Provide us with the information to which your request relates [including any account or reference numbers, if you have them]

#### **4. Keeping Your Personal Information Secure**

We have appropriate security measures in place to prevent personal information from being accidentally lost, used, or accessed in an unauthorized way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorized manner and may be subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable authorities of a suspected data security breach where we are legally required to do so.

It is important to understand that no security measures are absolute. We cannot guarantee the safety of any information you provide to us.

Please note that any comments or information that you post on the website, including the Bild a Better Business and social media pages or groups, become public and third parties may use your information.

Bild a Better Business is not responsible for any unauthorized uses by third parties in such context. You disclose such information at your own risk.

## **5. Links to Other Sites**

You may see advertising or other content on this website that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors, or other third parties. Any products or services reached through a third-party link are subject to separate privacy policies. Bild a Better Business is not responsible for or liable for any content on or actions taken by such third-party websites.

## **6. How to Complain**

We hope that we can resolve any question or concern you raise about our use of your information.

## **7. Changes to This Privacy Notice**

This policy is effective as of November 27, 2023. We may change, modify or update this Privacy Policy at any time and will notify you of any fundamental changes by email or postal mail. Otherwise, we will reflect any such modifications to this Privacy Policy on our website. We suggest that you periodically consult this Privacy Policy. Your continued use of our website after any such changes constitutes your acceptance of this Privacy Policy, as revised.

## **8. How to Contact Us**

If you have any questions or concerns about this Privacy Policy, the information we hold about you, or you wish to change your personal information in our records, please contact Sandra Bild-Kacena, Owner | Bild a Better Business | 27 Riverview Drive NE | Iowa City | Iowa | 52240.

## **9. Do You Need Extra Help?**

If you would like this notice in another format (for example: audio, large print, braille) please contact us (see “How to contact us” above).

Policy Last Updated November 27, 2023.