

This policy ("Privacy Policy") defines and obligates The Uplift Agency ("We" / "Us" / the "Company") in its collection of information ("Personal Information") from you ("You" / the "User") when you interact with theupliftagency.com or other products or services (the "Website" / the "Services"). We collect Personal Information from Users who register on the Website or access the Services or request information about the Company such as name, address, phone number and email address. We also automatically receive and record information from your browser, including your IP address and cookies. The Personal Information collected is used for identification, authentication, service improvement, research, and contact. We also reserve the right to capture usage data for diagnostic purposes, including, but not limited to, IP addresses and geolocation data.

## CONSENT

By using or accessing our Services, you consent to the use and disclosure of your Personal Information as described in this Privacy Policy. Your Personal Information will not be used for any other purpose or disclosed further without your consent. Your Personal Information will not be displayed to other Users on the Website unless you, or a representative, authorize such use of information.

## AGE OF CONSENT

Our Services are not intended for anyone under the age of 13. We do not knowingly collect Personal Information 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 Information, please contact us. If we become aware that we have collected Personal Information from anyone under the age of 13 without verification of parental consent, we take steps to remove that information from our files and databases.

If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

## COOKIES

A cookie is a small amount of data that is sent to your browser from our servers and stored on your computer's hard drive. We reserve the right to use cookies to access information when you sign in, store your preferences, and to keep you logged in within the Website. You can configure

your browser to accept or reject these cookies. However, if you choose to reject cookies from the Website you may not be able to access areas of the Website or Services.

#### INFORMATION SHARING

Except for displaying public information about your organization with your consent on the Website to other Users, we do not sell, rent or share Personal Information or provide our database of user profiles to third parties without your prior consent.

We reserve the right to disclose your Personal Information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on the Website or Company.

#### THIRD PARTY CONTENT

The Website may post links to third party websites. We have no control over third party websites and the provision of links in no way constitutes an endorsement, authorization or representation of our connection to that third party. If you access third party sites using links from the Website or our Services, you should read the privacy policies of those sites and be aware that they may follow different rules regarding the use or disclosure of your Personal Information. In addition, third party web advertisers may set cookies. These cookies allow the server operated by that third party to recognize your computer each time they send you an online advertisement. Accordingly, third parties may compile information about where or whether you viewed their advertisements and which advertisements you clicked on. This information allows advertisers to deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy applies to cookies placed on your computer by us, but does not cover the use of cookies by any third-party web advertisers. For the privacy practices of such third-party web advertisers, you should consult the applicable privacy policy for the relevant third-party advertiser(s).

#### INFORMATION SECURITY

We use passwords and access control to protect your Personal Information in our files and databases. We encrypt or obfuscate certain sensitive data where appropriate.

We restrict access to Personal Information to Company staff, development partners, contractors and agents who need to know that information in order to operate, develop or improve our

Services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

The security of your Personal Information is important to us. We use reasonable efforts to ensure that Personal Information is stored and maintained in a secure environment. However, we are not in control of or responsible for any errors, omissions or losses in data transmitted through the Website and/or the Services.

## CHANGES

You have the right to access the Personal Information we hold about you in order to verify the accuracy of that information. Upon receipt of your written request, we will provide you with a copy of your Personal Information and will endeavor to deal with all such requests for access in a timely manner. If you, or a duly authorized verified representative, request that Personal Information or a profile be removed from the Website, we will comply within thirty days of receiving such request.

We reserve the right to change this Privacy Policy at any time. Once a new Privacy Policy becomes effective, it will apply to all Personal Information submitted by you or collected about you both before and after the date such new Privacy Policy took effect. The date on which the latest update was made is indicated at the bottom of this page. We recommend that you revisit this page from time to time to ensure you are aware of any changes. Your continued use of the Services signifies your acceptance of any changes.

## RETENTION

We will keep your Personal Information for as long as it remains necessary for the operation of the Services or as required by law, which may extend beyond the termination of our relationship with you. In general, once you inform us that you no longer wish to use the Services, we will delete your records from our systems as soon as practical.

## FURTHER QUESTIONS

If you have questions or concerns about the Privacy Policy please contact us:  
<https://www.theupliftagency.com/contact-us>

Last updated January 2023.