

## **Privacy Policy**

Purple Tree Photography, doing business as Purple Tree Photography (“Purple Tree Photography”, “we” or “us”) is sensitive to concerns that personal information collected from its customers (“you” or “your”) be handled respectfully and appropriately. This Privacy Policy (the “Policy”) discloses the privacy practices for Purple Tree Photography and applies solely to information collected by the web site [www.purpletreephoto.com](http://www.purpletreephoto.com) including any related domains and subdomains (the “Site”). This Policy is intended to notify you of the following:

1. What personally identifiable information Purple Tree Photography collects from you through the Site, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

### **What Information Is Collected?**

#### Internet Traffic Data

Internet traffic data includes but is not limited to internet service provider information, collection of IP addresses, entry and exit pages, various operating systems and other such information. We collect no personally identifying information through this process, and it is used to help analyze user traffic with respect to various services available through Purple Tree Photography to allow for a more customized and enjoyable user experience.

#### Cookies

We use “cookies” on these Site. A cookie is a piece of data stored on a site visitor’s hard drive to help us improve your access to our site and identify repeat visitors to our site. For

instance, when we use a cookie to identify you, you do not have to log in a password more than once, thereby saving time and improving efficiency while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our Site.

### **Personal Information**

Purple Tree Photography must collect some information from you (“Identifier Information”) to allow you to use and access services, products and materials. Identifier Information is only collected by your personally providing such information to Purple Tree Photography via e-mail, by phone, or otherwise through Purple Tree Photography website pursuant to making a purchase or requesting service.

### **Testimonials**

Purple Tree Photography may display personal testimonials of yours from time to time received via email or as otherwise received from you by Purple Tree Photography. By accepting the Terms of Use, which incorporate this Privacy Policy that you may access here, you give Purple Tree Photography specific consent to use such personal testimonial. If you would like Purple Tree Photography to remove your testimonial or customer review at any time, please simply contact us at [kelli@purpletreephotography.com](mailto:kelli@purpletreephotography.com), and we will promptly do so.

### **Information Collection, Use, and Sharing**

We are the sole owners of the information collected on the Site. We only have access to/ collect information that you voluntarily give us via email or other direct contact from you. We will not sell, rent or otherwise share this information with any other individual or business entity, except as reasonably necessary to provide products, materials, or services to you.

We will use your information to respond to you, and will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

### **Facebook Conversion Tracking Pixel**

This Site uses Facebook Conversion and Tracking Pixels to gather data for statistical and market research purposes. The collected data is used to allow Facebook and its partners display advertisements according to Facebook's Data Use Policy and Business Advertising Policy.

The collected data shall remain anonymous and is solely used to process within the Facebook advertisement services. You can view Facebook's Data Use Policy here: <https://www.facebook.com/about/privacy/>.

### **Your Access to and Control Over Information**

You may opt out of any future contacts from us or request that we discontinue sending of email and other communications at any time at any time by contacting us at [kelli@purpletreephotography.com](mailto:kelli@purpletreephotography.com).

### **Security**

We take precautions to protect your information. When you submit sensitive information via the Site, your information is protected both online and offline.

Wherever we collect sensitive information, that information is encrypted and transmitted to us by secure servers. We have included common indications of such secured features when appropriate such as a closed lock icon at the bottom of your web browser.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

### **Registration**

In order to use these Site, a user may complete the registration form. During registration a user is required to give certain information (such as name and email address). This

information is used to contact you about the products/services on our site in which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

### **Orders**

We request information from you on our order form. To buy from us, you must provide contact information (such as your name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

### **Third Parties**

Please be aware that some of our business partners may use cookies or other methods of tracking and targeting use on our site (advertisers, for example). However, we have no access to or control over these cookies and this Privacy Policy does not extend to such third parties. Please be aware that we are not responsible for the content or privacy practices of such other Site. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects Identifier Information.

### **Surveys & Contests**

From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore whether or not to disclose information sought by such surveys or contests. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

### **Updates**

Our Privacy Policy may change from time to time and all updates will be posted on this page.

**If have any questions about this Privacy Policy, you may contact us via email at [kelli@purpletreephotography.com](mailto:kelli@purpletreephotography.com).**

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