

# CHALKWILD, LLC PRIVACY POLICY

*Last Revised on 07/2023*

## 1. INTRODUCTION AND SCOPE

This Privacy Policy describes how ChalkWild, LLC (“**we**”, “**us**”, “**our**”), we collect, use and disclose information about users of our website (www.chalkwild.com), applications, services, tools and features (collectively, the “**Services**”). For the purposes of this Privacy Policy, “**you**” and “**your**” means you as the user of the Services. Please note that the Services are designed for users in the United States only and are not intended for users located outside the United States.

Please read this Privacy Policy carefully. By using any of the Services, you agree to the collection, use, and disclosure of your information as described in this Privacy Notice. If you do not agree to this Privacy Notice, please do not use or access the Services. If you have any questions or would like to discuss the contents of this policy further, please do not hesitate to contact us using the information below.

## 1. UPDATING THIS PRIVACY NOTICE

We may modify this Privacy Policy from time to time, in which case we will update the “Last Revised” date at the top of this Privacy Policy. If we make material changes to how we use or disclose information we collect, we will use reasonable efforts to notify you (for example by emailing you at the last email address you provided us, by posting notice of such changes on the Services, or by other means consistent with applicable law) and will take additional steps as required by applicable law. If you do not agree to any updates to this Privacy Notice, please do not continue using or accessing the Services.

## 2. OUR COLLECTION AND USE OF INFORMATION

When you use or access the Services, we may collect certain categories of information about you from a variety of sources.

### *Information Collected Directly From You*

Some features of the Services may require you to directly provide certain information about yourself. You may elect not to provide this information, but doing so may prevent you from using or accessing these features. Information that you directly submit through our Services comprises of:

- **Basic contact details:** [name, address, phone number, email. We use this information to create and maintain your account, ship products to you, provide the Services and to communicate with you (including about your order, and to tell you about products or services that may be of interest to you).]
- **Payment information:** [credit or debit card information, bank account, shipping address, billing address. We use this information to process your payment and provide the Services and this information may be collected from our third party payment processor.]
- **Any other information you choose to include in communications with us**, because it is in our legitimate interest to be responsive to you.

### *Information Collected Automatically*

We may also use cookies or other tracking technologies to automatically collect certain information about your interactions with the Services, which we use to [e.g., *tailor your experience with the Services*,

*provide you with offers or promotions, run analytics, better understand user interactions with the Services, etc.].* Such information comprises of:

- **Device information:** [device type, operating system, unique device identifier, and internet protocol (IP) address.]
- **Other information regarding your interaction with the Services:** [browser type, log data, date and time stamps, clickstream data, and ad impressions.]

Most browsers accept cookies automatically, but you may be able to control the way in which your devices permit the use of cookies. If you so choose, you may block or delete certain of our cookies from your browser; however, blocking or deleting cookies may cause some of the Services, including any portal features and general functionality, to work incorrectly. Your browser settings may also allow you to transmit a “Do Not Track” signal when you visit various websites. Like many websites, our website is not designed to respond to “Do Not Track” signals received from browsers. To learn more about “Do Not Track” signals, you can visit <http://www.allaboutdnt.com/>.

To opt out of tracking by Google Analytics, click [here](#).

#### *Information Collected From Other Sources*

We may obtain information about you from other sources:

- Third parties that you choose to share with us, for example when you choose to access the Services through social media (e.g., Facebook or Instagram) or link any social media platforms to your account. In addition, if you interact with us on social media or other online services (for example Yelp), we will collect information about those interactions.
- Third party service providers who help us process or supplement the information you have provided (e.g., from our payment processor who collects certain payment information from you to complete transactions and help us provide you with product(s)).
- Other sources, such as from publicly available sources.

In addition to the specific uses described above, we may use any of the above information to provide you with the Services and to maintain our business relationship, including by enhancing the safety and security of our Services (e.g., troubleshooting, data analysis, testing, system maintenance, and reporting), providing customer support and payment processing, sending service and other non-marketing communications, , complying with applicable legal obligations, enforcing any applicable terms of service, and protecting the Services, our rights, and the rights of our employees, users or other individuals.

### **3. OUR DISCLOSURE OF YOUR INFORMATION**

We may disclose your information to any of the following categories of third parties for legitimate purposes subject to this Privacy Notice:

- Vendors or other service providers who help us provide the Services, including for cloud storage, security, customer relationship management, marketing communications, web analytics, and payment processing.
- Professional advisors, (e.g. auditors, law firms, accounting firms, etc.).

- Third parties in connection with or anticipation of an asset sale, merger, bankruptcy, or other business transaction.

We may also disclose your information as needed to comply with applicable law or any obligations thereunder (including cooperation with law enforcement, judicial orders, and regulatory inquiries), to enforce any applicable terms of service, to ensure the safety and security of our business, employees, and users, or when you request or direct us to disclose your information.

#### **4. SOCIAL FEATURES**

Certain features of the Services allow you to initiate interactions between the Services and third-party services or platforms, for example social networks (“**Social Features**”). Social Features include features that allow you to access our pages on third-party platforms, and from there “like” or “share” our content. Use of Social Features may allow a third party to collect and/or use your information. If you use Social Features, information you post or make accessible may be publicly displayed by the third-party service. Both we and the third party may have access to information about you and your use of both the Services and the third-party service. For more information, see Section 2, Our Collection and Use of Information.

#### **5. THIRD PARTY WEBSITES AND LINKS**

We may provide links to third-party websites or platforms. If you follow links to sites or platforms that we do not control and are not affiliated with us, you should review the applicable privacy notice, policies and other terms. We are not responsible for the privacy or security of, or information found on, these sites or platforms. Information you provide on public or semi-public venues, for example third-party social networking platforms, may also be viewable by other users of the Services and/or users of those third-party platforms without limitation as to its use. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators.

#### **6. CHILDREN’S PRIVACY**

#### **7. DATA SECURITY AND RETENTION**

Despite our reasonable efforts to protect your information, no security measures are impenetrable, and we cannot guarantee “perfect security.” Any information you send to us electronically, while using the Services or otherwise interacting with us, may not be secure while in transit. We recommend that you do not use unsecured channels to send us sensitive or confidential information.

#### **8. HOW TO CONTACT US**

Should you have any questions about our privacy practices or this Privacy Notice, please email us at [support@chalkwild.com](mailto:support@chalkwild.com) or contact us at 901 McHenry Ave. Ste. O Modesto, CA 95350 or 209-391-1200