



## Privacy Notice.

**Hello and welcome to the Herosmyth website (the “Website”)! Herosmyth (“Herosmyth”, “the Company”, “Us”, “Our”, or “We”) is a full-service marketing agency (“Herosmyth Services”) that takes a multi-faceted approach toward building your brand. When you utilize Us to build your brand or peruse our Website, some information of yours may be collected. This overview of Herosmyth’s privacy practices (the “Privacy Notice”) discusses the ways in which information about you may be collected, used, stored, and disclosed. If you ever have any questions, comments, concerns, or would like to access or change the data we have about you, please send Us an email at [info@Herosmyth.com](mailto:info@Herosmyth.com).**

### Table of Contents.

1. Purpose, Effective Date, & Age	<p>A Privacy Notice is critical to maintaining transparency with Herosmyth Website users and clients. Herosmyth wants to do the right thing by disclosing how information is collected, used, stored, and disclosed about its Website users and clients.</p> <p>This Privacy Notice is effective as of October 7, 2019. For a copy of any prior Privacy Notice implemented by Herosmyth, please contact Us.</p> <p>The Herosmyth Website and Herosmyth Services are not intended for anyone under the age of eighteen (18).</p>
2. Information Collected, Use, & Storage	<p>We collect information necessary to operate our Website and perform Herosmyth Services. We store that information for as long as it takes to perform a legitimate business task function. Our Website does not currently support Do Not Track Settings.</p>
3. Disclosure & Sharing of Your Information with Third Parties.	<p>We intentionally share or disclose your information only in very limited circumstances, such as to comply with a court order. We take commercially reasonable steps to minimize any unauthorized breach of your information. We do not sell or lease your information.</p>
4. Data Security	<p>We undertake commercially reasonable efforts to promote the security of your data and information.</p>



5. Cookies & Web Beacons	Our website uses cookies to enhance its performance. If you would like to turn off cookies in your browser, you may do so.
6. Your Rights	You have rights when it comes to your information and privacy.
7. Miscellaneous & Contact	We encourage you to contact us at <a href="mailto:info@Herosmyth.com">info@Herosmyth.com</a> about this Privacy Notice.

## 1. Purpose, Effective Date, & Age.

### a. Why a Privacy Notice?

As technology develops, businesses are becoming increasingly able to obtain information about people. This can be a good thing by increasing overall market efficiency. It can also be a bad thing, leading to the collection of your information where you may not want that. Like many other things in this world, businesses come in all shapes and sizes, with some esteeming ethics more highly than others. Herosmyth always wants to do the right thing by its Website users and clients by maintaining transparency regarding its privacy practices. This means disclosing the ways in which Herosmyth collects, uses, stores, and discloses its information about you. By reading this Privacy Notice, you will become familiar with the ways that Herosmyth collects, uses, stores, and discloses information obtained about its Website users and clients.

### b. Effective Date.

This Privacy Policy was revised on October 7, 2019 and is effective as of that date (the “Effective Date”). For a version of any prior privacy notice displayed on the Herosmyth Website, please contact us at [info@Herosmyth.com](mailto:info@Herosmyth.com).

### c. Herosmyth Websites are not designed or intended for anyone under the age of 18.

Herosmyth wants to help keep the internet safe for all persons. With that in mind, We urge anyone under the age of eighteen (18) to immediately cease use of Our Website. We intend for Our websites to be viewed by a general audience only. Herosmyth does not knowingly collect information from persons below the age of 18 years. By using our websites, you are representing to us that you are at least eighteen (18) years old. If you believe your minor child’s information has been collected or processed by a Herosmyth website, please contact us immediately at [info@Herosmyth.com](mailto:info@Herosmyth.com).

## 2. Information Collected, Use, & Storage.

### a. Information Collected.

In using Herosmyth Websites and Services, you will have the opportunity to volunteer information about you. This is where most of the information we collect about you comes from. You have the option to volunteer information in connection with several portions of the Herosmyth Website—including but not limited to: the Herosmyth chat function, contact form, newsletter signup, and subscription signup. These functions ask for information such as:

- First Name
- Last Name
- Email address



- Telephone number
- Message body and comments

**i. Third-Party Information Collection.**

Herosmyth may use third party service providers (“Third Parties”) to assist it with performing or coordinating Herosmyth Services and other business efforts. Herosmyth currently uses Acuity Scheduling to coordinate Herosmyth Services. Herosmyth uses Google Analytics. Herosmyth also uses Stripe to process its payments. **You will be asked to volunteer payment information (i.e., a valid credit card) to Stripe via Our Website.**

**ii. Usage & Data.**

We may also collect information about your computer and browser. This information includes: IP Address, pages visited, clicks and time spent on each page, and diagnostic information.

**iii. Physical on-site visits.**

You may come into the Herosmyth office occasionally. Herosmyth uses security cameras on its premises to promote the safety and security of its workers, personnel, clients, and other visitors. This means that you may be recorded via security camera while visiting our office. Herosmyth reserves the right to check photo identification from visitors who visit its physical location.

**iv. Herosmyth Services.**

If you purchase Herosmyth Services, We will diligently work with you toward the completion of your project. This may entail collaborative efforts using avenues like social media advertising and website creation. Where we engage in collaborative strategy together, you may volunteer your login credentials or we may create them for you. When this occurs, you always have the right to change the credentials, and We strongly recommend that you do so.

**b. Information Used.**

Herosmyth does its best to minimize the amount of data and information it collects, stores, uses, or discloses about you. We limit Our use of information about you only to what is reasonable and necessary to perform a legitimate business task or purpose. There are, however, some things we must do in order to successfully provide Herosmyth Services to you or maintain access to Herosmyth Websites. Some examples of the way we use information volunteered by you include:

- **Chat Function.** You have the option to initiate a website chat with Herosmyth personnel via the Herosmyth Website. Where we are present, we will talk with you via the website chat platform. Sometimes, We are away from the chat and leave you the option to provide contact information and leave a message. Where you do this, we will contact you using the information provided.
- **Website Access.** We may use information provided by your browser or volunteered by you to enhance the accessibility of Our Website.
- **Legal & Regulatory Compliance.** There may be times when use of your information is required to comply with applicable laws and regulations.



- Contact Forms. We provide contact forms that allow you to volunteer your contact information. Where you do so, we will reach out to you using the contact information you provide.

### **c. Storage of Information.**

We store information about you so that we can assist you, perform services that you request, maximize the functionality of our website, and resolve disputes between you and Herosmyth. Herosmyth stores the information of its Website users and clients only for a duration necessary to provide Herosmyth Services or to perform a legitimate business purpose.

## **3. Disclosure.**

Intentional disclosure of your information occurs only in certain limited situations. As a general matter, we do not disclose your information to third parties without your consent. There is always the risk, however, that our data security measures will be compromised in an unauthorized manner. We may also need to disclose your information to comply with requests made by law enforcement or other governmental agencies, applicable laws or regulations, or in case of emergency or exigency. We may also disclose personal information where a merger, reorganization, sale, acquisition, joint venture transfer, or assignment of a portion of Herosmyth assets or equity occurs.

## **4. Data Security.**

### **a. Data & Information Security.**

Herosmyth implements commercially reasonable measures to ensure the security of your information. We occasionally audit our security measures to ensure that they are working; We do not store information longer than is reasonably necessary to perform a legitimate business function; We maintain a secure Website. These are some of the measures We utilize to protect your information.

### **b. Potential Breach.**

No security system is perfect, and there is always the possibility of an unauthorized breach of your information—for example, by a third-party hacker. If this happens, we will investigate appropriately and then make reasonable efforts to notify you if we conclude that your information has been accessed in an unauthorized manner. If you believe that your information with Herosmyth has been accessed by someone who is now allowed to do so, please notify Us immediately at the contact information below.

### **c. How you can help protect your information.**

Herosmyth wants to keep your information secure, and so should you. Herosmyth strongly discourages you from sending sensitive information over the internet. This is because information sent over the internet can become compromised, thereby exposing you to a potential risk of harm. When using the Herosmyth chat function and contact forms, please avoid sending over sensitive information. This will help promote the security of your information.



## **5. Cookies & Web Beacons.**

### **a. Generally.**

Our websites use cookies, including but not limited to session, analytics, and third-party cookies. Cookies may help us analyze user interactions with Herosmyth websites, enhance functionality, and personalize your user experience. If at any time you wish to decline cookies in connection with your use of Herosmyth websites, you may turn off cookies in your browser. Turning off cookies may affect your experience using our website.

### **i. Third-Party Cookies.**

There may be other links from third parties, such as various social media and other platforms. Herosmyth is not directly affiliated with these third parties and cannot control their use of cookies or web beacons. We encourage you to review the privacy practices of all third parties you visit.

## **6. Your Rights.**

You can always reach out to Us and request the following:

- Change your information
- Request access to information
- Eliminate information
- Complain
- Opt out of communications

## **7. Changes & Contact.**

### **a. Changes to this Privacy Policy.**

We may revise our privacy practices and this Privacy Notice from time-to-time. If we do so, we will notify our account holders by email and disclose that amendments have been made in the new Privacy Notice.

### **b. Contact.**

If you have any questions about the privacy practices of Herosmyth or this Privacy Notice, please contact [info@Herosmyth.com](mailto:info@Herosmyth.com).