

Best Businesses Tampa, LLC

Privacy Policy

Revised as of May 11, 2023

The website located at bestbusinessestampa.com (the "Website") is operated by Best Businesses Tampa, LLC (hereinafter may be referred to as "us," "we," and "our"). The Website has a Spanish-translated version with a Spanish domain name (negociostampa.com) (the "Spanish Website") and the same Privacy Policy found herein applies to that Spanish Website.

We are committed to respecting your privacy so this Privacy Policy describes how your personal information is collected, used, transferred, and processed when you visit or engage with the Website or Spanish Website.

By using this Website or Spanish Website, you consent to our Privacy Policy set forth below. We reserve the right to modify the terms of this Privacy Policy at any time and in our sole discretion, by posting a change notice on this page. Continued use of the Website or Spanish Website following a change notice constitutes your acceptance of those changes. For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us using the contact form on our Website or Spanish Website.

1. SCOPE. We are incorporated in the United States of America and as such we are subject to the laws of the United States of America. While our level of privacy protection may not be as great as that offered in other jurisdictions, we comply with the laws of the United States of America when it comes to transferring, storing, or processing your data. By using our Website or Spanish Website, you understand and consent to the collection, storage, processing, and transfer of your data in our American facilities and other terms as described in this Privacy Policy.

2. PERSONAL INFORMATION WE COLLECT. When you visit the Website or Spanish Website, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Website or Spanish Website, we collect information about the individual web pages, products and/or services that you view, what webpages or search terms referred you to our Website or Spanish Website, and information about how you interact with our Website or Spanish Website. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies: (1) "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>; (2) "Log files" track actions occurring on the Website or Spanish Website, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps; (3) "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally, when you submit information via our forms to find reputable vendors, and engage with our Services on the Website or Spanish Website, we collect information from you on our forms, including but not limited to your name, mailing address, email address, and phone number.

Further, as applicable, when you make a purchase or attempt to make a purchase through the Website or Spanish Website, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking about Device Information, Order Information, and information voluntarily shared with us via our forms. The collection of this Personal Information enables us to provide you with the assistance and/or products you have requested through the Website or Spanish Website.

When you subscribe you are communicating with us electronically. You consent to receive electronic response(s) from us or those third-parties you are trying to connect with that we work with on our Website or Spanish Website, as may be applicable.

3. HOW WE USE YOUR PERSONAL INFORMATION. We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Website or Spanish Website (for example, by generating analytics about how our customers browse and interact with the Website or Spanish Website, and

to assess the success of our marketing and advertising campaigns).

We use Personal Information that we collect when you fill out forms to communicate with you about requested services, and/or products, as the case may be.

As applicable, we use the Order Information that we collect generally to fulfill any orders placed through the Website or Spanish Website (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to: Communicate with you; Screen our orders for potential risk or fraud; and When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

4. SHARING YOUR PERSONAL INFORMATION. We share your Personal Information with third parties to help us use your Personal Information, as described above. We will never sell, rent, or lease your Personal Information to a third party. For example, we use Google Analytics to help us understand how our customers use the Website or Spanish Website — you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We may disclose your Personal Information to comply with a court order, subpoena, search warrant, or other legal process; to comply with legal, regulatory, or administrative requirements of any governmental authorities; to protect and defend Best Businesses Tampa, LLC, its subsidiaries and affiliates, and their officers, directors, employees, attorneys, agents, contractors, and partners, in connection with any legal action, claim, or dispute; to enforce the Terms of the Website or Spanish Website; to prevent imminent physical harm; and in the event that we find that your actions on the Website or Spanish Website violate any laws.

We reserve the right to transfer your Personal Information to a third party in the event of a transfer of all or substantially all of Best Businesses Tampa, LLC assets.

5. THIRD-PARTIES. We may contract with third parties to maintain and host the Website or Spanish Website. Any information you submit to us, including Personal Information, may be placed and stored on a computer server maintained by this third-party host.

Further, we may utilize third-party links on our Website or Spanish Website for your convenience. These links are third-party owned and operated. You should review

their individual privacy policies before use. We make no representation that their policies comply with ours as set forth herein.

6. BEHAVIORAL ADVERTISING. As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info>.

7. OPT OUT REQUESTS. You may "opt out" of having your Personal Information shared by providing us with written notice identifying which communications you want to opt out of by using the contact form on our Website or Spanish Website.

8. DO NOT TRACK REQUESTS. We do not alter our Website's or Spanish Website's data collection and use practices when we see a Do Not Track signal from your browser.

9. DATA RETENTION. When you place an order through the Website or Spanish Website, we will maintain your order information for our records unless and until you ask us to delete this information.

10. SECURITY. The Website or Spanish Website uses commercially reasonable security measures to protect the loss, misuse, and alteration of the information within our control; however no system is impenetrable.

We use reasonable and appropriate physical, electronic, and administrative safeguards to protect personal data from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the nature of the Personal Information and risks involved in processing that information.

11. MINORS. The Website or Spanish Website is not intended for individuals under the age of eighteen (18). We do not knowingly collect information, including Personal Information, from children or other individuals who are not legally able to use our Website or Spanish Website and Services.

12. SAFE HARBOR. We adhere to the U.S. safe harbor policy privacy principles of notice, choice, onward transfer, security, data integrity, access, and enforcement.

13. PRIVACY RIGHTS OF CALIFORNIA RESIDENTS.

Residents of the State of California may request certain information regarding the disclosure of certain Personal Information during the past year for marketing purposes. To do so, please contact us using the contact form on our Website or Spanish Website.