

PRIVACY POLICY

Sarah Michelle NP Review LLC

Effective: October 07, 2020

Welcome to the website of Sarah Michelle NP Review LLC (“SM NP Reviews”) also referred to herein as “we,” “us” and “our”). We at SM NP Reviews are pleased that you are visiting our website and that you are interested in our company and our products. We take the protection of your data seriously and want you to feel comfortable when visiting our website.

This policy (“Privacy Policy,”) addresses how we collect personal information, the choices you have regarding our collection, use, sharing of information, the protection of your information, and your rights to know what is collected, to opt out of certain collection, and to see, modify, or delete your personal information that we collected.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for you to access our Service or parts of our Service.
- **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Sarah Michelle NP Reviews.
- **Cookies** are small files that are placed on your computer, mobile device or any other device by a website, containing the details of your browsing history on that website among its many uses.
- **Country** refers to: United States
- **Device** means any device that can access the Service such as a computer, a cellphone or a digital tablet.
- **Personal Information** is any information about a consumer (a natural person, not a business) that can reasonably identify or relates to a particular consumer, household, or computer or mobile device. Information that is available publicly from government records and de-identified or aggregated consumer information is not considered personal information and is outside the scope of this Privacy Policy. Business information is generally not considered personal information, but in some instances business information may contain personal information. This is more likely in the case of a sole proprietor or other small business.
- **Service** refers to the Website.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.

- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Website** refers to Sarah Michelle NP Reviews, accessible from www.sarahmichellenpreviews.com
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

INFORMATION WE COLLECT

We collect information that you provide to us directly, information collected indirectly through use of our Website, including Cookies and Pixel Tags, and information from certain third party sources.

Information Provided Directly. We collect personal information that you provide to us directly when you visit the Website, communicate with us in writing (whether by mail, email, text, or other electronic or written communication), or talk to us by phone or in person, or when you make requests of us (e.g. filling out a form, requesting to schedule maintenance or a delivery), or when you purchase products, or participate in our promotional activities (such as rebates or contests).

Information Collected Automatically or Indirectly. We collect personal information that is automatically or indirectly collected from you, such as information collected from your browser or device or information from observing your actions on our Website.

Use of Cookies and Pixel Tags We use cookies and/or pixel tags or other online tools to enhance and personalize your experience while using the Website. "Cookies" are small pieces of information that a website transfers to your computer's hard drive for record-keeping purposes. Cookies facilitate web browsing by performing certain functions, such as saving passwords and personal preferences, in connection with your use of a particular website. You will have the opportunity to accept or decline our cookies. If you choose to decline our cookies, it may impact your use of the Website and its functionality. If you accept our cookies, you can view and delete them on your device through your browser at any time.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close your web browser. Learn more about cookies: [All About Cookies](#).

We use both session and persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

We may also use pixel tags (small graphic images) to identify what parts of the Website you have visited or to measure the effectiveness of any searches you may do on the Website. Pixel tags, if used, also allow us to send you email in a format you can read and inform us when you have opened an email message from us. Unlike cookies, pixel tags cannot be declined. However, pixel tags are used in connection with cookies. Setting your browser to decline cookies and limit use of pixel tags. We may also contract with other companies who use cookies, pixel tags, or other online tools to measure the performance of a marketing effort on our behalf. We prohibit these companies from using this information on their own behalf or from sharing this information with anyone other than SM NP Review.

Online Services and Web Browser Tools. SM NP Review uses a number of online services provided by others to enhance web browsers' experiences while using the websites and to help plan future website services and marketing offers. Specifically, we use Google Analytics to monitor traffic on our sites.

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the data it collects to track and examine the use of the Website, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. This data may include demographic and personal interests they discern from your internet behavior. We use the following Google Analytics Services:

For further information on personal information collected by Google, [visit Google Personal Data Collected: Cookie and Usage Data.](#)

To Opt Out of Google collection of certain data, visit [Insert Link](#)
<https://tools.google.com/dlpage/gaoptout?hl=en>

Information Collected by Third Party Platforms. When you engage with our content on our Website through social media services or other third-party platforms, plug-ins, integrations or applications, you may allow us to have access to certain information in your profile. This may include your name, e-mail address, photo, gender, birthday, location, an ID associated with the applicable third-party platform or social media account user files, like photos and videos, your list of friends or connections, people you follow and/or who follow you, or your posts or "likes." For a description on how social media services and other third-party platforms, plug-ins,

integrations or applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings.

Publicly or Commercially Available Information. We may receive information about you from publicly and commercially available sources (as permitted by law), which we may combine with personal information we receive from or about you through other means discussed in this Privacy Policy.

Information Collected from Consumers in the Last 12 Months or shared in the last 12 months. Below is a list of categories of information that we have or have not collected from consumers within the last twelve (12) months and whether the category of information has been shared:

Category of Information Collected or Shared	Examples	Collected in last 12 months from Consumers	Shared with Third Parties in last 12 months
A. Identifiers	Your legal name, or other names that you go by, postal address, unique personal identifier or online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	YES	NO
	Social Security number, driver’s license number, passport, or other similar identifiers	NO	NO
B. Other Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	Insurance policy number, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.	YES We collect this info, but never store this data.	YES Yes, shared with our third party payment processor Stripe. Please visit their Privacy Policy: https://stripe.com/us/privacy
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition,	NO	NO

	physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).		
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES	NO?
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES (Google Analytics, social visits, etc.)	YES (Shared with Google Analytics)
G. Geolocation data.	Physical location or movements.	YES	NO
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	YES	NO

I. Professional or employment-related information.	Current or past job history or performance evaluations.	NO	NO
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO	NO

In the last 12 months, we obtained information from a variety of sources, including:

- Directly from you, including technical and usage information when you use our Website
- Social Media Sites, and third-party platforms, including Instagram, Twitter, Facebook, LinkedIn, and Google
- Information suppliers, such as Dun & Bradstreet (D&B)
- other vendors
- Magazines conducting reader surveys
- Other users submitting information about you, such as to invite you to participate in an offering, make recommendations, or share content
- Publicly available sources including zip code lookups and SIC lookups.

USE OF PERSONAL INFORMATION

We may process and use personal information collected about you for the following purposes:

- To evaluate and respond to your requests or inquiries.
- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry.
- To provide, administer and communicate with you about products, services, events, and surveys
- and promotions (including by sending you marketing communications)

- To contact you in the event of a service notification for your registered product or to provide other notices concerning the safety of your product regardless of your stated privacy preferences.
- To confirm and process your order, provide you with updates regarding your order, process returns and contact you concerning your order.
- To create, administer and communicate with you about your account (including any purchases and payments). To enhance the safety of machine operations, including by tracking proximity to equipment, other objects or humans.
- To allow you to participate in sweepstakes, contests or similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your personal information. We suggest that you read any such rules carefully.
- To verify your identity to ensure security for the other purposes listed here;
- To evaluate your interest in employment and contact you regarding possible employment.
- To operate, evaluate and improve our business (including developing new products and services; managing our communications; performing market research; determining and managing the effectiveness of our advertising and marketing; analyzing our products, services and websites; administering our websites; and performing accounting, auditing, billing, reconciliation and collection activities);
- For testing, research, analysis, and product development, including creating reports on statistical analysis and aggregating information about visitors to our Website to develop and improve our Website, products, and services
- To protect against and prevent fraud, unauthorized transactions, claims and other liabilities, and manage risk exposure and quality;
- To help maintain the safety, security, and integrity of our Website, products and services, databases and other technology assets, and business.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- To make recommendations regarding safety, asset health, maintenance, worksite efficiency and productivity training for operators.
- To enhance the safety of machine operations, including by tracking proximity to equipment, other objects or humans.
- To additional recipients as agreed by you and us in any applicable agreement.

We also may use personal information for other additional purposes, which we identify at the time of collection. You may choose not to provide us with certain types of information, but doing so may affect your ability to use some features of the Website or participate in certain promotions or activities.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

We will provide you notice at the time of collection of information in the following circumstances:

- Online activities, such as by using cookies or other tracking methods that create individual profiles.
- Mobile or other internet-connected devices, such as collecting geolocation data from a phone or other device.
- Offline activities, such as collecting information on a paper form or by observing a customer's physical behavior.
- Telephone conversations.

Please note: SM NP Reviews reserves the right to contact you in the event of a safety or quality-related issue with your registered products regardless of your stated privacy preferences.

In the last 12 months, we have collected these categories of information for the following purposes:

- Performing services on behalf of the business, such as customer service, processing or fulfilling orders, providing content recommendations, and processing payments
- Auditing customer transactions
- Fraud and crime prevention
- Debugging errors in systems
- Marketing and advertising
- Internal research, analytics and development – e.g., user-preference analytics
- Developing, maintaining, provisioning or upgrading networks, products, services, or devices.

INFORMATION WE SHARE

Business Purposes. We may share your personal information by disclosing it to a third party for a business purpose. We only make these business purpose disclosures under written contracts that describe the purposes, require the recipient to keep the personal information confidential, and prohibit using the disclosed information for any purpose except performing the contract.

Third Party Marketing. We do not share your personal information with third parties for their direct marketing purposes unless you affirmatively agree to such disclosure, typically by “opting in” to receive information from a third party that is participating in a sweepstakes or promotion on the Website. We do not share information with any third party (other than our service providers) on a continual or regular basis.

We may disclose or publish aggregated and analytical information (information about you and other users collectively that is not intended to specifically identify you) and other non-personal information about our users for industry analysis, demographic profiling, marketing, analytics, advertising, and other business purposes.

For information shared, or not shared, with third parties in the past 12 months, and the business purpose for any sharing, see above.

Sale or Merger of SM NP Reviews. We retain the right to transfer or assign all information pursuant to a merger, sale, reorganization, purchase or other transaction relating to the company, its affiliates or their assets. If the assignee or purchaser does not agree to abide by the terms of this Privacy Policy, we will make reasonable efforts to let you know of the business transition before transferring your personal information so that you will have an opportunity to exercise your rights under this Privacy Policy.

Sale of Information. We do not sell or rent personal information collected during your use of our Website or otherwise without your permission. In the preceding 12 months, we have not sold personal information for a business purpose to any of the categories of third parties.

RETENTION AND DESTRUCTION OF INFORMATION

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Personal information stored in the form of an electronic file is deleted using a technical method that cannot reproduce the record. Personal information printed on paper is destroyed by shredding.

SECURITY

Security Methods. We employ reasonable and current security methods to prevent unauthorized access, maintain data accuracy, and ensure correct use of information. We have put in place physical, electronic, and managerial procedures designed to help prevent unauthorized access, to maintain data security, and to use correctly the information we collect online or offline. These safeguards vary based on the sensitivity of the information that we collect and store.

Risk and Consequences of Collection, Use, and Disclosure of Personal Information.

While SM NP Reviews employs policies and procedures to attempt to mitigate the risk of any unauthorized use or disclosure of your information, there are still consequences associated with the collection, use, and disclosure of your information. SM NP Reviews wants to make sure that you understand the consequences of the collection of your information, and the residual risks that may exist even with the security procedures we utilize. We cannot assure you that information will never be disclosed, altered, or destroyed in a manner that is inconsistent with this Privacy Policy. One such consequence is the risk of meaningful harm that may arise. Significant harm includes financial loss, identity theft, negative effects on the credit record and damage to or loss of property.

HOW TO ACCESS, UPDATE, AND MANAGE YOUR INFORMATION

You can manage the information that we collect online and maintain by submitting a request to @SarahMichelleNP@gmail.com or by mailing it to us at Sarah Michelle NP Reviews LLC. Further details on specific requests are below.

Your Right to Inquire

If you have any questions or concerns about the online Privacy Policy for the Website or its implementation, you may contact us at @SarahMichelleNP@gmail.com or by mailing it to us at Sarah Michelle NP Reviews LLC. We may ask you to provide additional information for identity verification purposes, or to verify that you are in possession of an applicable email account.

Emails and Texts

If you have signed up to receive our e-mails and prefer not to receive marketing information from us, follow the "unsubscribe" instructions provided on any marketing e-mail you receive from us or any service acting on our behalf. If you have signed up to receive text messages from us and no longer wish to receive such messages, you may follow the instructions to stop the delivery of such messages, which may include by replying "STOP" to the received text message.

Your Privacy Rights to Request Disclosure of Information We Collect and Share about You

You have the right to request information about our practices related to the disclosure of your personal information by SM NP Reviews to certain third parties for their direct marketing purposes. SM NP Reviews only shares information for this purpose if you opt in. You may be able to opt-out of our sharing of your personal information with unaffiliated third parties for the third parties' direct marketing purposes in certain circumstances. Please send your request (along with your full name, email address, postal address, and the subject line labeled "Your Privacy Rights") by email at @SarahMichelleNP@gmail.com

In addition, you have the right to request that we disclose certain information about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories and specific pieces of your information that we've collected
- The categories of sources from which we collected information.
- The business or commercial purposes for which we collected or sold information
- The categories of third parties with which we shared information.

You can submit a request to us for the following additional information:

- The categories of third parties to which we've sold information, and the category or categories of information sold to each
- The categories of information that we've shared with service providers who provide services for us

To exercise your rights with request to this information, either email @SarahMichelleNP@gmail.com or contact us at 502-909-4849. These requests for disclosure are generally free.

Your Right to Request Correction or Deletion of Personal Information

You have the right to request that we correct or delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will correct or delete, as appropriate, (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Exercising Your Rights to Access, Data Portability, and Deletion

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us at 502-909-4849
- Emailing us at sarahmichellenp@gmail.com
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Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative, which may include your name, address, or account number
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

We will endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 day), we will inform you of the reason and extension period in writing.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Once we receive and process your request, we will not sell your information unless you later allow us to do so.

Your Right to Restrict Processing, Withdraw Consent, and Complain or Object.

Restrict Processing. You have the right to request that the processing of your personal information be restricted if you dispute the accuracy of the data, the processing is unlawful, but you refuse to delete it and we no longer need the data, but you do need this to assert, exercise or defend legal claims or you have objected to processing.

Withdraw Consent. You have the right to revoke your consent or change your opt in or opt out selections at any time. As a result, we are no longer allowed to continue the data processing based on this consent or the prior selections you made.

Right to lodge a complaint or object. You may have the right to lodge a complaint with an applicable local, state, or regulatory or government entity or to object if you believe that the processing of your personal information violates applicable legal provisions.

Consumers Under 18 Years Old

We do not collect information from anyone we know to be under the age of 18. SM NP Reviews is concerned with protecting the privacy of children who access the Internet. This Site is not intended for use by anyone under the age of 18 without the supervision of a parent or guardian. We do not knowingly collect Information from anyone under 18 years of age without the consent of a parent or guardian. If you are under the age of 18, please do not submit any personal information to us.

Our Support for the Exercise of Your Data Rights

We will not discriminate against you for exercising any of your rights. Unless permitted by law, we will not:

- Deny you goods or services
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level of quality of goods or services.
- Suggest that you may receive a different price rate for goods or services or a different level of quality of goods or services.

However, we may offer you certain financial incentives permitted by law that **can result** in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

Contact Information If you have any questions or comments about this notice, the ways in which SM NP Reviews collects and uses your information described here [and in the general Privacy Policy, included above], your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: 502-909-4849

Email: sarahmichellenp@gmail.com

Postal Address:

SM NP Reviews LLC

If you need to access this Policy in an alternative format due to having a disability, please contact us.

Changes to Our Privacy Policy

We reserve the right to amend this Privacy Policy at our discretion and at any time. When we make changes to this Privacy Policy, we will post the updated notice on the Website and update the notice's effective date. Your continued use of our Website following the posting of changes constitutes your acceptance of such changes.