**Privacy Policy**
Last Updated: February 13, 2025

Affinity Business and Financial, a DBA of Affinity Legacy Solutions, LLC ('Company,' 'we,' 'us,' or 'our'), respects your privacy and is committed to protecting your personal data.

This Privacy Policy explains:

- What personal data we collect
- How we collect and use it
- Your rights regarding your data
- How we protect your information

By using our website https://buildwithaffinity.net and systeme.io you consent to this policy.

## 1. What Data Do We Collect?
- Personal Identification Information: Name, email address, phone number, company name, years in business, etc.
- Transaction & Payment Information: Payment details processed securely by Stripe, PayPal, Square, and Payhip. We do not store credit card information.
- Digital Product Access: Payhip is used for secure digital downloads.
- Technical Data: IP address, browser type, time zone, and device information for website analytics.
- Marketing Preferences: If you opt into emails, we track engagement (open rates, link clicks, etc.).
- Forms & Surveys: Data collected via JotForm or Google Forms.
- We do not sell or rent your personal data to third parties.

## 2. How Do We Collect Your Data?
- When you opt-in to receive a freebie, lead magnet, or newsletter.
- When you purchase a product or service.
- When you download a digital product from Payhip.
- When you fill out forms or surveys via JotForm or Google Forms.
- When you contact us via email or website forms.
- When you browse our website, using cookies and tracking tools such as Google Analytics.

## 3. How Do We Use Your Data?
- Process transactions and deliver purchased products.
- Allow digital product access and downloads through Payhip.
- Send emails, newsletters, promotions, and business updates.
- Improve our website functionality and user experience.
- Prevent fraudulent activity and ensure security.
- Respond to inquiries submitted via JotForm or Google Forms.
- You can unsubscribe at any time from marketing emails by clicking 'Unsubscribe' in emails or replying 'STOP' to SMS messages.

**Opt-In Lead magnets**

If you subscribe to our lead magnets/freebies, you agree to receive:

- Business tips, updates, and educational content.
- Promotions and special offers for our products or services.
- Affiliate recommendations for third-party products.

## 4. Marketing & Third-Party Sharing

• We do not sell or rent your personal data. However, we share data with trusted third-party providers when necessary for:

- Processing transactions (Stripe, PayPal, Square, Payhip).
- Digital product distribution (Payhip, Systeme.io).
- Email marketing & automation (MailerLite, Systeme.io).
- Website analytics and tracking (Google Analytics).
- Customer forms and surveys (JotForm, Google Forms).

## 5. How Do We Store & Protect Your Data?

- We store your data securely through Systeme.io, Payhip, Stripe, PayPal, Square, MailerLite, and JotForm.
- Data Retention Policy: We retain personal data for up to 5 years, unless legally required to keep it longer. After this period, we securely delete or anonymize your data.

## 6. Your Data Protection Rights

• Under privacy laws, you have the right to:

- Access: Request a copy of your personal data.
- Correction: Ask for inaccurate or incomplete data to be updated.
- Deletion: Request that we delete your personal data, under certain conditions.
- Marketing Opt-Out: Stop receiving marketing emails at any time.

• To exercise your rights, email info@buildwithaffinity.net. We will respond within 30 days.

## 7. CCPA Rights (California Residents)

• If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA):

- Request to know what personal data we collect.
- Request that we delete your data.
- Opt-out of the sale of personal data (we do not sell data).
- Not be discriminated against for exercising your rights.

• To request CCPA-related actions, email [info@buildwithaffinity.net](mailto:info@buildwithaffinity.net).

## 8. Cookies & Tracking
• Cookies are small text files stored on your device to enhance your experience.
• How Do We Use Cookies?

- • Improve website performance and usability.
- • Analyze website traffic and behavior (Google Analytics).
- • Personalize content and marketing.

• You can disable cookies in your browser settings, but some website features may not work properly. For details, visit allaboutcookies.org

### Privacy Policies of Other Websites

Our websites contain links to third-party websites. We are not responsible for their privacy policies, and we encourage you to read their terms.

## 9. Contacting Regulatory Authorities
• If you believe that we have not addressed your privacy concerns, you may file a complaint with:

- • United States (Federal Trade Commission - FTC): https://reportfraud.ftc.gov
- • California Privacy Protection Agency (CPPA): https://cppa.ca.gov

• We encourage you to contact us first at info@buildwithaffinity.net so we can address any concerns directly.

## 10. How to Contact Us
• If you have any questions about this Privacy Policy, contact us at:

- 📧 Email: info@buildwithaffinity.net

- 🌐 Website: [https://buildwithaffinity.net](https://buildwithaffinity.net)

### Changes to Our Privacy Policy

We regularly review and update our privacy policy. Any changes will be posted on this page.