Lead Strong 414, LLC

Privacy Policy

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above and below only.

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
5. To comply with any applicable laws and regulations.

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com’s data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.   
All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

If you don’t want us to process your data anymore, please contact us at hcasey@leadstrong414.com or send us mail to: Lead Strong 414, 119 Thornwood Drive, Rome, GA, 30165.

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at hcasey@leadstrong414.com or send us mail to: Lead Strong 414, 119 Thornwood Drive, Rome, GA, 30165.

This website uses cookies so that we can provide you with the best user experience possible. Cookie information is stored in your browser and performs functions such as recognizing you when you return to our website and helping our team to understand which sections of the website you find most interesting and useful.

You can adjust all of your cookie settings by using the settings to enable or disable in your specific internet browser settings.

The cookies that could be used by our site are:

| Cookie name | Life span | Purpose |
| --- | --- | --- |
| svSession | Permanent | Creates activities and BI |
| hs | Session | Security |
| incap\_ses\_${Proxy-ID}\_${Site-ID} | Session | Security |
| incap\_visid\_${Proxy-ID}\_${Site-ID} | Session | Security |
| nlbi\_{ID} | Persistent cookie | Security |
| XSRF-TOKEN | Persistent cookie | Security |
| smSession | Two weeks | Identifies logged in site members |

ANTI SPAM POLICY

Lead Strong 414, LLC has a no tolerance policy to spam. We operate a responsible and ethical marketing policy and encourage others to comply with anti-spam regulations.

We provide free email newsletters to those who register for them. We also provide free information via e-mail to add value to our clients, and provide updates regarding products and services that we provide.

In ALL cases these updates are only sent to people who have chosen to receive them by registering their details and re-confirming their details (often referred to as ‘double opt-in’) using the relevant systems.

All communications can be opted-out of at any time. Every email has simple instructions on how to unsubscribe from our email lists.

Lead Strong 414, LLC does not in any circumstances buy, share, or sell its e-mail lists to third parties. This policy is non-negotiable.

In the extremely unlikely event that you receive any message from us or one that has been sent using our systems that may be considered to be spam, please contact us using the details below and the matter will be immediately investigated.

We are committed to remaining fully compliant to anti-spam regulations. Consequently, we may amend this anti-spam policy at any time by publishing a new version on the website.

Other Privacy information, provided by Wix, as stated in their privacy policy and applicable to Lead Strong 414 users and services:

Wix may share your Personal Information with third parties (or otherwise allow them access to it) only in the following manners and instances:

**Third Party Services:**

Wix has partnered with a number of selected service providers, whose services and solutions complement, facilitate and enhance our own. These include hosting and server co-location services, communications and content delivery networks (CDNs), data and cyber security services, billing and payment processing services, domain name registrars, fraud detection and prevention services, web analytics, e-mail distribution and monitoring services, session recording and remote access services, performance measurement, data optimization and marketing services, content providers, and our legal and financial advisors (collectively, “Third Party Service(s)”).

Such Third Party Services may receive or otherwise have access to our Visitors’ and Users’ Personal Information and/or Users-of-Users’ Personal Information, in its entirety or in part – depending on each of their particular roles and purposes in facilitating and enhancing our Services and business, and may only use it for such purposes.

Note that while our Services may contain links to other websites or services, we are not responsible for such websites’ or services’ privacy practices. We encourage you to be aware when you leave our Services and read the privacy statements of each and every website and service you visit before providing your Personal Information. This Privacy Policy does not apply to such linked third -party websites and services.

Wix is accountable for Personal Information that it receives under the Privacy Shield and subsequently transfers to a third party as described in the Privacy Shield Principles. In particular, Wix remains responsible and liable under the Privacy Shield Principles if third-party agents that it engages to process the Personal Information on its behalf do so in a manner inconsistent with the Principles, unless Wix proves that it is not responsible for the event giving rise to the damage.

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The information may be shared solely in accordance with this policy.

Law Enforcement, Legal Requests and Duties:

Where permitted by local data protection laws, Wix may disclose or otherwise allow others access to your Personal Information pursuant to a legal request, such as a subpoena, legal proceedings, search warrant or court order, or in compliance with applicable laws, if we have good faith belief that the law requires us to do so, with or without notice to you.

Protecting Rights and Safety:

Wix may share your Personal Information with others if we believe in good faith that this will help protect the rights, property or personal safety of Wix, any of our Users, any Users-of-Users, or any member of the general public, with or without notice to you.

Social Media Features and Framed Pages:

Our Services include certain Social Media features and widgets,  single sign on features, such as the “Facebook Connect” or “Google Sign-in”, the “Facebook Like” button, the “Share this” button or other interactive mini-programs (“Social Media Features”).These Social Media Features may collect information such as your IP address or which page you are visiting on our Website, and may set a cookie to enable them to function properly. Social Media Features are either hosted by a third party or hosted directly on our Services. Your interactions with these third parties’ Social Media Features are governed by their policies and not ours.

In addition, our Services may enable you to share your Personal Information with third parties directly, such as via page framing techniques to serve content to or from Third Party Services or other parties, while preserving the look and feel of our Website and Services (“Frames”). Please be aware that if you choose to interact or share any Personal Information via such Frames, you are in fact providing it to these third parties and not to us, and such interactions and sharing too are governed by such third parties’ policies and not ours.

App Market Developers:

As part of our App Market program, we allow third party developers (“Third Party Developer(s)”) to develop and offer their own applications via the Wix App Market (“Third Party App(s)”), in conjunction with Wix.

Each Third Party Developer is bound by the [Wix App Market – Partner Program Agreement](http://dev.wix.com/docs/publish/partners-agreement), which among others, contains restrictions on how they may access, store and use the Non-personal and Personal Information you and/or your Users-of-Users provide them or us. We encourage you to review any privacy policy accompanying a Third Party App and ask Third Party Developers for any clarifications you may need before deciding to install and use their Third Party App. Wix does not control and is not responsible for the actions or policies of any Third Party Developers, and your use of any Third Party App is at your own risk.

WixHive API:

By installing certain Wix Apps and/or Third Party Apps, you also allow their respective provider to share and/or access certain Non-personal and Personal Information regarding you and/or your Users-of-Users, via the “WixHive” API. Such information includes, among others, contact details, messages, business applications and certain activities on the Services and/or User Website, which are stored and thereafter accessible via your User Account. For further details regarding the Personal Information that may be collected and shared via the WixHive API, please see the [Wix App Market Terms of Use.](https://www.wix.com/about/app-market-terms)

In order to further protect your and your Users-of-Users’ privacy, we contractually prohibit all Third Party Developers from combining Personal Information collected across different User Websites and Services, and from sharing Users-of-Users’ Personal Information other than with other Apps installed on the same User Website or Services, for the purposes of such specific User Website or Services. Wix however may still access and use information collected and stored via the WixHive API across different User Websites and Apps, as necessary for providing and improving its Services.

You are solely responsible for notifying your Users-of-Users of the collection, processing and use of their Personal Information via the WixHive API and informing them that their Personal Information will be transferred to and processed by Wix on your behalf.

To prevent the collection or sharing of Personal Information via the WixHive API, you may either avoid installing Apps to your User Website, revoke the permissions granted to Apps you do install, or simply uninstall them. You should note however that previously-installed Apps may still retain certain information that was collected prior to the revocation, so if you wish such information to be deleted, we suggest that you contact Wix or the Third Party Developer directly and request them to do so.

Wix Subsidiaries and Affiliated Companies:

We may share Personal Information internally within our family of companies, for the purposes described in this Privacy Policy. For example, we may share your Personal Information with Wix.com Inc., our US-based subsidiary, in the course of facilitating and providing you (and your Users-of-Users) with our Services. In addition, should Wix or any of its affiliates undergo any change in control, including by means of merger, acquisition or purchase of substantially all of its assets, your Personal Information may be shared with the parties involved in such event. If we have good faith that such change in control might materially affect your Personal Information stored with us, we will notify you via e-mail and/or prominent notice on our Website of this event and certain choices you may have regarding your Personal Information.

Sharing of Personal Information from Wix subsidiaries and affiliated companies in the European Union and Switzerland to Wix’ United States subsidiary, adheres to the EU-US and Swiss-US Privacy Shield frameworks.

To clarify, Wix may share your Personal Information in manners other than as described above, pursuant to your explicit approval, or if we are legally obligated to do so. Moreover, Wix may transfer, share, disclose or otherwise use Non-personal Information in its sole discretion and without the need for further approval.

##### Data Retention

We may retain your Personal Information (as well as your Users-of-Users’ Information) for as long as your User Account is active, as indicated in this Privacy Policy or as otherwise needed to provide you with our Services.

We may continue to retain such Personal Information even after you deactivate your User Account and/or cease to use any particular Services, as reasonably necessary to comply with our legal obligations, to resolve disputes regarding our Users or their Users-of-Users, prevent fraud and abuse, enforce our agreements and/or protect our legitimate interests.

We maintain a data retention policy which we apply to information in our care. Where your Personal Information is no longer required we will ensure it is securely deleted.

##### Security

Wix has implemented security measures designed to protect the Personal Information you share with us, including physical, electronic and procedural measures. Among other things, we offer HTTPS secure access to most areas on our Services; the transmission of sensitive payment information (such as a credit card number) through our designated purchase forms is protected by an industry standard SSL/TLS encrypted connection; and we regularly maintain a PCI DSS (Payment Card Industry Data Security Standards) certification. We also regularly monitor our systems for possible vulnerabilities and attacks, and regularly seek new ways and Third Party Services for further enhancing the security of our Services and protection of our Visitors’ and Users’ privacy.

Regardless of the measures and efforts taken by Wix, we cannot and do not guarantee the absolute protection and security of your Personal Information, your Users-of-Users’ Information or any other User Content you upload, publish or otherwise share with Wix or anyone else.

We therefore encourage you to set strong passwords for your User Account and User Website, and avoid providing us or anyone with any sensitive information of which you believe its disclosure could cause you substantial or irreparable harm. Furthermore, because certain areas on our Services are less secure than others (for example, if you set your Support forum ticket to be “Public” instead of “Private”, or if you browse to a non-SSL page), and since e-mail and instant messaging are not recognized as secure forms of communications, we request and encourage you not to share any Personal Information on any of these areas or via any of these methods.

If you have any questions regarding the security of our Services, you are welcome to contact us at [privacy@wix.com](mailto:privacy@wix.com).

Additional information and details on the Wix Privacy Policy can be found at Wix.com.