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Privacy Policy and Data Usage

**\*\*Privacy Policy and Data Usage Disclosure\*\***

Effective Date: February 1, 2025

**\*\*1. Introduction\*\***

Welcome to MABEL MARKETING INCORPORATED ("we," "us," "our"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.mabelmarketinganddesign.com](http://www.mabelmarketinganddesign.com) or engage with our marketing and design services (collectively referred to as the "Services"). We value your privacy and are committed to protecting your personal information in accordance with applicable laws.

By accessing or using our Services, you agree to the collection and use of your personal data as outlined in this Privacy Policy. Please read this policy carefully to understand how we handle your information.

**\*\*2. Information We Collect\*\***

We collect personal information that you voluntarily provide to us when you use our Services, interact with our website, or engage in communications with us. The types of personal data we may collect include, but are not limited to:

- Personal Identification Information: Name, email address, phone number, billing address, etc.
- Business Information: Company name, role, business contact details, etc.
- Payment Information: Credit card details, billing address, and transaction history, if applicable.
- Technical Information: IP address, browser type, operating system, device type, and other information related to your use of our website and Services.
- Usage Data: Details about how you interact with our website, including pages visited, time spent, and links clicked.

We may also collect information from third-party sources, such as social media platforms or business partners, in compliance with relevant laws.

**\*\*3. How We Use Your Information\*\***

We use the collected information for the following purposes:

- To Provide and Improve Our Services: We use your data to deliver the Services you request, such as marketing consultations, design work, and other professional services.
- To Communicate with You: We use your contact information to communicate with you about your projects, respond to inquiries, and send relevant updates, promotional materials, and newsletters (only with your consent).
- To Process Payments: Payment information is used to process transactions for the Services you purchase.
- To Enhance User Experience: We analyze usage data to improve the functionality and content of our website, personalize your experience, and optimize the overall user journey.
- For Legal Compliance: We may use your data to comply with legal obligations, resolve disputes, or enforce our contractual agreements.

#### **\*\*4. Data Retention\*\***

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When we no longer need your personal data for these purposes, we will securely delete or anonymize it.

#### **\*\*5. Data Sharing and Disclosure\*\***

We do not sell, trade, or rent your personal data to third parties. However, we may share your personal data with third parties in the following situations:

- Service Providers: We may share your data with trusted third-party service providers who assist us in delivering our Services, such as payment processors, email marketing platforms, or IT service providers. These service providers are contractually obligated to handle your data in a manner consistent with this Privacy Policy and applicable data protection laws.
- Legal Requirements: We may disclose your personal data if required to do so by law, regulation, or legal process, such as in response to a subpoena or government request.
- Business Transfers: In the event of a merger, acquisition, or sale of our assets, your personal data may be transferred as part of the transaction. We will notify you if your information is transferred and becomes subject to a different privacy policy.

#### **\*\*6. Data Security\*\***

We implement reasonable administrative, technical, and physical measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. While we strive to use commercially acceptable means to protect your information, no method of transmission over the Internet or electronic storage is 100% secure. As such, we cannot guarantee absolute security of your personal data.

## **\*\*7. Cookies and Tracking Technologies\*\***

We use cookies and similar tracking technologies to enhance your experience on our website and gather information about how you use our Services. Cookies are small files stored on your device that allow us to recognize you and remember your preferences.

You can control the use of cookies through your browser settings. However, disabling cookies may affect your ability to use certain features of our website.

## **\*\*8. Your Data Protection Rights\*\***

Depending on your location and applicable laws, you may have the following rights regarding your personal data:

- Access: You have the right to request access to the personal data we hold about you.
- Correction: You can request that we correct any inaccuracies in your personal data.
- Deletion: You can request that we delete your personal data, subject to certain legal obligations.
- Restriction of Processing: You may request that we restrict the processing of your data in certain circumstances.
- Objection: You have the right to object to the processing of your personal data in certain situations, including for direct marketing purposes.
- Data Portability: In certain cases, you have the right to request that we provide your personal data in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us using the contact details provided below.

## **\*\*9. International Data Transfers\*\***

If you are located outside of the country in which we operate, please be aware that your personal data may be transferred to and processed in countries with different data protection laws. By using our Services, you consent to the transfer of your personal data to these countries, subject to applicable data protection laws.

## **\*\*10. Third-Party Websites\*\***

Our website may contain links to third-party websites that are not operated or controlled by us. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any third-party websites you visit.

## **\*\*11. Children's Privacy\*\***

Our Services are not intended for individuals under the age of 13. We do not knowingly collect or solicit personal data from children. If we learn that we have collected personal data from a child under 13, we will take steps to delete that information as soon as possible.

**\*\*12. Changes to This Privacy Policy\*\***

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on our website and updating the effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

**\*\*13. Contact Us\*\***

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

MABEL MARKETING INCORPORATED  
HUDSON, WI 54017 USA  
5155201296  
mekenna@mabelmarketinganddesign.com

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By using our website and Services, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and disclosure of your personal data as outlined herein.