

Privacy Policy

Elzabdesign.com ("Site") is owned and operated by Elza B. Design, Inc. ("Elza B. Design"). Your privacy is important to us. This Privacy Policy describes the information practices for the Site, including what type of information is gathered and tracked, how the information is used, and with whom the information is shared. This statement also applies to your other interactions with the Site, such as when you complete a satisfaction survey or provide information to the Site.

What Information We Collect: This Privacy Policy applies to all information collected by or submitted to the Site, including personal information. "Personal information" is data that reasonably can be used to identify or describe an individual. You do not need to provide us personal information to simply browse the Site.

The Site may collect Personal Information when:

- you request information;
- you make purchases of Elza B. Design products or services;
- you request support for Elza B. Design products or services;
- you create a user account (login username and password) on an Elza B. Design site;
- you request information or materials;
- you participate in satisfaction surveys; and
- you submit questions or comments to us.

The types of Personal Information collected may include (but are not limited to):

- your first and last name;
- your billing, or other physical address (including street name, name of a city or town, state, zip code);
- your e-mail address;
- your telephone number; and
- any other identifier that permits the Site or Elza B. Design to make mail, telephone or online contact with you or process a request initiated by you.

Elza B. Design may also collect Personal Information from individuals (with their consent) at events, conferences and exhibitions.

Use of Your Personal Information: The Site collects and uses your Personal Information to operate and improve the Site or carry out the transactions you have requested. These uses may include providing you with more effective client service; making the Site or services easier to use by eliminating the need for you to repeatedly enter the same information; performing research and analysis aimed at improving the information provided; and displaying content and advertising that are customized to your interests and preferences. We also use your Personal Information to communicate with you. We may send certain communications such as welcome letters, information updates and newsletters. We may also contact you to inform you of other products or services available through the Site and Elza B. Design.

Sharing of Your Personal Information: Elza B. Design will not sell, rent or lease your Personal Information to others. Except as described in this statement, we will not disclose your Personal Information to third parties for their own marketing purposes unless you have provided consent.

Some Site content may be co-branded and offered in conjunction with another organization. If you register to receive such content, Elza B. Design, its affiliates and the other company may receive information collected as part of the co-branded content.

In some cases, the Site uses contractors to collect, use, analyze and otherwise process information on its behalf. It is the Site's practice to require such suppliers to handle information in a manner consistent with the Site's policies. The Site may also allow carefully selected Site partners to participate in limited marketing campaigns solely to promote the Site's services to you.

If you request something from the Site (for example, some content or a callback), we will use the information you provide to fulfill your request. As part of a transaction, we may also contact you as part of our client satisfaction surveys or for market research purposes.

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing client support, hosting websites or

processing transactions. Those companies will be permitted to obtain only the Personal Information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using it for any other purpose.

We may access and/or disclose your Personal Information if we believe such action is necessary to: (a) comply with the law or legal process served on the Site; (b) protect and defend the rights or property of the Site (including the enforcement of our agreements); or (c) act in urgent circumstances to protect the personal safety of users of Site services or members of the public.

Your Choices: If you do not wish to continue receiving certain marketing materials (e.g., email messages) that we have provided, you can opt-out of receiving these materials by following the unsubscribe instructions provided in the materials. This option does not apply to communications primarily for the purpose of administering requests for information or a quote or other administrative and transactional notices.

How to Update Your Information: If your email address changes, you may manage your subscription by unsubscribing to our newsletter and re-subscribing with your new email address. If your preferred telephone number or postal address changes, you may re-submit your request for a call-back or printed material mailing.

Safeguarding Your Personal Information: We recognize industry standards and employ security safeguards to protect information from unauthorized access and misuse. We use the most accurate and current information you provide in order to process your request.

Enforcement: The Site regularly reviews its compliance with this Privacy Policy. Please feel free to direct any questions or concerns regarding this statement or the Site's treatment of Personal Information by contacting us at the link or address indicated below.

Cookies and Browser Information: The Site uses cookies for a variety of purposes. A "cookie" is a name for tokens of information that our web site may provide to your browser while you are at those sites. We use cookies to better understand web site usage in the aggregate so that we know what areas of the Site users prefer. If you simply want to browse, you do not have to accept cookies from the Site. Most browsers are defaulted to accept and maintain cookies. These cookies are not tied to your personally identifiable information.

Third party vendors, including Google, may use cookies to serve ads to you while you are using the Site based on your prior visits. You may opt out of Google's use of cookies by visiting the Google advertising opt-out page.

With or without cookies, the Site keeps track of usage data, such as the source address from which a page request originates (i.e., your IP address, domain name), date and time of the page request, the referring web site (if any), and other parameters in the URL (e.g., search criteria). We use this data to better understand web site usage in the aggregate so that we know what areas of our web site users prefer (e.g., based on the number of visits to those areas). This information is stored in log files and is used for aggregated and statistical reporting. It is not attributed to you as an individual.

Links to Other Sites: The Site may provide links to third-party web sites, such as those of related organizations and online advertisers. You should review their privacy policies to learn more about what, why, and how they collect and use personally identifiable information.

For Questions or Concerns: If you have questions or concerns regarding this statement, you should contact us at Elza B. Design, Inc., 300 Baker Avenue, Suite 300, Concord, MA 10742.

Changes to this Privacy Statement: We reserve the right to change this policy from time to time. If we do make changes, the revised Privacy Policy will be posted on this site.

NOTICE TO CHILDREN UNDER THE AGE OF 18 AND THEIR PARENTS OR LEGAL GUARDIANS: THE SITE IS INTENDED FOR ADULTS. WE DO NOT KNOWINGLY OR INTENTIONALLY COLLECT PERSONAL INFORMATION FROM ANYONE UNDER THE AGE OF 18. IF YOU ARE UNDER THE AGE OF 18, PLEASE DO NOT PROVIDE ANY PERSONAL INFORMATION

TO THE SITE. IF YOU KNOW OF ANYONE UNDER THE AGE OF 18 WHO HAS PROVIDED US WITH INFORMATION, PLEASE CONTACT US IMMEDIATELY AND WE WILL REMOVE THE INFORMATION.

This Privacy Policy was last amended on 6/25/20.