

This Privacy Policy outlines how LIQUID PURPLE collects, uses, and protects personally identifiable information provided through [www.liquidpurple.com](http://www.liquidpurple.com). It covers what information is collected, how it is used, with whom it may be shared, and your choices regarding the information.

This Privacy Policy informs you about the privacy practices for [www.liquidpurple.com](http://www.liquidpurple.com), operated by LIQUID PURPLE, located at 23921 Lake Dr #3474, Crestline, CA 92325-7679, USA, including:

- What personally identifiable information is collected from you through [www.liquidpurple.com](http://www.liquidpurple.com).
- The organization collecting the information.
- How the information is used.
- With whom the information may be shared.
- Your choices regarding collection, use, and distribution of the information.
- Security procedures in place to protect against loss, misuse, or alteration of information under LIQUID PURPLE's control.
- How you can correct inaccuracies in the information.

If you believe we are not abiding by this Privacy Policy, contact our customer support at [support@liquidpurple.com](mailto:support@liquidpurple.com) or LIQUID PURPLE, 23921 Lake Dr #3474, Crestline, CA 92325-7679, USA.

LIQUID PURPLE is committed to respecting your privacy and recognizes your need for appropriate protection and management of personally identifiable information (e.g., name, address, email, phone number) you share with us. This Privacy Policy outlines how we collect, use, and protect your information.

You can generally visit [www.liquidpurple.com](http://www.liquidpurple.com) without revealing personal information. We collect and analyze non-personal data, such as IP addresses and website analytics, to track trends and improve our services, but this data does not identify individual users unless specified.

## INFORMATION

We provide information about our Privacy Policy and take reasonable steps to ensure it is followed within our company, in compliance with applicable data privacy laws, including GDPR and CCPA where applicable.

## COMMITMENT

LIQUID PURPLE is committed to protecting your privacy and supports industry initiatives to preserve individual privacy rights on the Internet. We continuously adapt to meet evolving data privacy standards. For questions or concerns about our Privacy Policy, contact us at

support@liquidpurple.com. We will address issues to the best of our ability.

### **INFORMATION COLLECTION & USE**

LIQUID PURPLE is the sole owner of the information collected on this site. We will not sell, share, or rent this information in ways different from what is disclosed in this statement. We collect information at various points on [www.liquidpurple.com](http://www.liquidpurple.com), such as during account registration, order placement, or service inquiries, to provide web development, SEO, and digital marketing services.

### **ORDER**

We request contact information (e.g., name, email address) on our order form for billing and order fulfillment purposes. Financial information (e.g., credit card numbers, expiration dates) is processed securely through a trusted third-party payment gateway and is not collected or stored by LIQUID PURPLE. If there are issues processing an order, we use the provided contact information to reach the user.

### **COOKIES AND ANALYTICS**

We use cookies and similar technologies (e.g., web beacons, analytics tools) to enhance user experience, maintain session data, and support our Affiliate Program. Cookies store non-personally identifiable information, such as session IDs or affiliate IDs, to facilitate navigation, track leads, and pay commissions. Cookies terminate when you close your browser, except for persistent cookies used for analytics or affiliate tracking, which may remain until deleted.

You may reject cookies, but this may limit functionality, such as navigation or ordering capabilities. We use analytics tools to collect anonymized data for improving website performance and SEO services, but this data is not linked to personally identifiable information unless explicitly provided.

Some business partners (e.g., advertisers, analytics providers) may use cookies or tracking technologies on our site. We have no access to or control over these cookies. For details, review the privacy policies of these third parties.

### **LOG FILES**

We use IP addresses and log files to analyze trends, administer the site, track user movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information unless required for service delivery or legal compliance.

### **SHARING**

We may share aggregated, anonymized demographic information with partners and advertisers,

not linked to personally identifiable information. We use third-party providers (e.g., payment processors, hosting services) to deliver services, sharing only the minimum necessary contact information (e.g., name, email) to fulfill those services. These parties are prohibited from using personally identifiable information for any secondary purposes.

### **LINKS**

This website contains links to third-party sites. LIQUID PURPLE is not responsible for the privacy practices of these sites. We encourage users to read the privacy statements of each linked site that collects personally identifiable information. This Privacy Policy applies solely to information collected by [www.liquidpurple.com](http://www.liquidpurple.com).

### **NEWSLETTER**

If you subscribe to our newsletter, we collect contact information (e.g., name, email address). You may opt out at any time by following the unsubscribe instructions in the newsletter or emailing [newsletter@liquidpurple.com](mailto:newsletter@liquidpurple.com).

### **SURVEYS AND CONTESTS**

We may request information through voluntary surveys or contests. Participation is optional, and requested information may include contact details (e.g., name, email, shipping address) and demographic data (e.g., zip code, age). Contact information is used to notify winners and award prizes, while survey data improves site usability and user satisfaction.

### **TELL-A-FRIEND**

If you use our referral service to inform a friend about our site, we collect the friend's name and email address to send a one-time invitation email. This information is stored solely for this purpose. Friends may request removal from our database by contacting [support@liquidpurple.com](mailto:support@liquidpurple.com).

### **SECURITY**

We take reasonable precautions to protect your information both online and offline, using secure server connections and encryption for sensitive data. For questions about our security practices, email [support@liquidpurple.com](mailto:support@liquidpurple.com).

### **SPECIAL OFFERS**

New members receive a welcoming email to verify their account details. Established members may receive emails about products, services, special offers, or newsletters. You may opt out of promotional communications by following unsubscribe instructions or emailing

newsletter@liquidpurple.com. Service-related announcements (e.g., account updates) cannot be opted out of, as they contain critical information.

### **CORRECTION/UPDATING PERSONAL INFORMATION**

If your personally identifiable information changes (e.g., zip code) or you no longer desire our service, you can correct, update, or remove your personal data via the member information page or by emailing support@liquidpurple.com.

### **CHOICE/OPT-OUT**

You may opt out of having your information used for purposes not directly related to our services at the point of collection. For example, our order form includes an opt-out mechanism to exclude your email from marketing lists. To stop receiving newsletters or promotional materials, reply with "unsubscribe" in the email subject line or email newsletter@liquidpurple.com. We notify users when their information is collected by third parties, allowing an informed choice about proceeding with such services.

### **NOTIFICATION OF CHANGES**

If we change our Privacy Policy, we will post updates on [www.liquidpurple.com](http://www.liquidpurple.com) to keep users informed about what information we collect, how we use it, and under what circumstances we may disclose it. If we use personally identifiable information in a manner different from that stated at the time of collection, we will notify users via email, offering a choice to opt out. Otherwise, we will use information in accordance with the Privacy Policy under which it was collected.