

# Privacy Policy of [Your Company Name]

Effective Date: [Insert Date]

## OWNER AND DATA CONTROLLER

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*Note: Disclose your identity and provide all the information needed to contact you.*

**Owner contact email:** [your email address]

**Business address:** [your physical address]

**Phone number:** [your phone number]

This privacy policy describes how [Your Company Name] ("we," "us," or "our") collects, uses, shares, and protects the personal information of California residents in accordance with the California Consumer Privacy Act (CCPA).

## CATEGORIES OF PERSONAL INFORMATION COLLECTED, USED, SOLD, OR SHARED

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*Note: Summarize the categories of personal information you've collected, used, sold, or shared. List only what actually applies.*

We collect the following categories of personal information about you:

- **Personal identifiers:** name, email address, phone number.
- **Payment information:** credit card details, billing address.
- **Internet activity:** IP address, browser type, and browsing behavior.
- **Commercial information:** transaction history.

We do not collect **sensitive personal information** such as social security numbers, racial or ethnic data, or biometric information.

*Note: If you DO collect sensitive data, replace the paragraph above with a disclosure like: "We collect sensitive personal information such as government-issued identifiers (e.g., Social Security Number) when necessary for specific services, like verifying your identity for financial transactions."*

We will not collect additional categories of personal information without notifying you.

# WHAT ARE THE PURPOSES FOR WHICH WE USE YOUR PERSONAL INFORMATION?

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*Note: Describe why you collect and process personal information. Remove any purposes that don't apply.*

We use the personal information we collect for the following purposes:

- **To provide and maintain our products and services:** making sure you can access and use what we offer.
- **To process and fulfill your orders and requests:** using your contact and payment information to complete transactions.
- **To personalize your experience and improve our website:** analyzing user behavior to tailor content and recommendations.
- **To communicate with you, respond to inquiries, and provide support.**
- **To send you promotional materials and updates, if you have consented to such communication.**
- **To comply with legal obligations and protect our rights.**

We won't process your information for unexpected purposes or for purposes incompatible with the purposes originally disclosed, without your consent.

# HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

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*Note: Explain your data retention periods. Adjust the examples to your actual practices.*

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this privacy policy or as required by law. For example:

- **Account information:** kept for as long as your account is active or as needed to provide services to you.
- **Transaction data:** may be retained for up to 7 years for tax and accounting purposes.

After the retention period has expired, we will securely delete or anonymize your personal information, unless retention is required by law.

# HOW WE COLLECT INFORMATION: WHAT ARE THE SOURCES OF THE PERSONAL INFORMATION WE COLLECT?

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**Note:** Explain how you collect information, e.g. web forms, automated technologies, third parties.

We collect your personal information in the following ways:

- **Directly from you:** when you provide information during account creation, purchase, or customer support interactions.
- **Through automated technologies:** information collected automatically when you interact with our website, such as IP addresses, cookies, and browser data.
- **From third parties:** information we may receive from services like social media platforms or marketing partners.

## YOUR RIGHTS AS A USER

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Under the CCPA, you have:

- **The right to opt out of the sale or sharing of your personal information:** use the "Do Not Sell or Share My Personal Information" link on our homepage, or send a request to [email address].
- **The right to access personal information:** request a copy of the personal information we hold about you.
- **The right to request the deletion of your personal information, subject to certain exceptions.**
- **The right to correct inaccurate personal information.**
- **The right to non-discrimination:** you will not face discrimination for exercising any of your rights.

**Note:** If you sell or share personal information (including for targeted advertising), the CCPA/CPRA requires a "Do Not Sell or Share My Personal Information" link on your homepage, referenced in your privacy policy. Remove the link reference only if you don't sell or share data. Additional rights may apply under the CPRA. Check which apply to your business.

## HOW TO EXERCISE YOUR RIGHTS

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**Note:** Describe how users can submit a verifiable request and what it must contain.

To exercise your rights under the CCPA, please submit a verifiable request to [email address or method]. Please include:

- your full name,
- the specific request (e.g., to access or delete personal information),
- information verifying your identity (e.g., account number, order details).

## HOW AND WHEN WE ARE EXPECTED TO HANDLE YOUR REQUEST

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Once we receive your request, we will verify your identity and respond within **45 days**. If we need more time, we will notify you of the extension and explain why it is necessary.