

## **PRIVACY POLICY**

Effective Date: April 9, 2023

This Privacy Policy explains how Life to Paper Publishing collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at [www.lifetopaper.com](http://www.lifetopaper.com).

### **COLLECTION OF PERSONAL INFORMATION**

As the operator of Life to Paper, we collect personal information about individuals in various ways. We primarily collect personal information directly from the individuals themselves, such as when they sign up for our services, fill out a contact form on our website, or provide us with their information in person or over the phone.

In addition to direct collection, we may also receive personal information from other sources, such as advertising partners or other third parties. For example, we may receive email and telephone lists from authors' friends, family, colleagues, and clients with their permission to send communications on behalf of the author.

The types of personal information we collect may include, but are not limited to, the individual's name, email address, phone number, postal address, and other contact information. We may also collect information about the individual's writing interests, goals, and preferences, as well as any other information that may be necessary to provide our services.

We take the protection of personal information seriously and will only collect, use, and disclose personal information in accordance with applicable laws and our Privacy Policy. We will obtain the necessary consent from individuals before collecting their personal information and will only use the information for the purposes for which it was collected.

### **USE OF PERSONAL INFORMATION**

At Life to Paper, we use the personal information collected about individuals for a variety of purposes, including:

- To provide our products and services: We use the information to fulfill orders, communicate with authors, and provide customer support.
- To market our products and services: We may use the information to send promotional emails and text messages about our products and services. This will only be done subject to the individual's consent.
- To improve our website and advertising efforts: We may use the information to optimize our website and assist with our advertising and marketing efforts. This may include analyzing data to better understand customer needs and preferences.
- To send abandoned cart reminders: We may use the information to send reminders to individuals who added items to their shopping cart but did not complete checkout.
- To comply with the law and maintain website security: We may use the information to comply with applicable laws and regulations, or to protect our website and customers from fraud or other security threats.
- With individual consent: We may use the information for any other purpose with the individual's consent, or as otherwise disclosed at the time the information is collected.

Overall, we take great care in how we use personal information and will always respect individual privacy rights.

## **DISCLOSURE OF PERSONAL INFORMATION**

At Life to Paper, we may share personal information with third parties for a variety of reasons, including:

- **Third-party service providers:** We may share information with third-party service providers who assist us with providing and marketing our products and services.
- **Constant Contact:** We use Constant Contact to send email marketing and text message communications. As such, we may share personal information with Constant Contact in accordance with their Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- **Affiliates and joint venture partners:** We may share information with any affiliates or joint venture partners that we may have in the future.
- **Corporate sale or transfer:** We may share information as part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding.
- **Legal requirements:** We may share information if necessary to comply with applicable laws and regulations, respond to a subpoena or search warrant, or otherwise protect our rights or the rights of third parties.
- **Individual consent:** We may share information with third parties with an individual's consent or as otherwise disclosed at the time of data collection or sharing.

It's important to note that we may share information that has been de-identified or aggregated without limitation. Additionally, if an individual discloses information in interactive features on our website, such as leaving reviews or submitting content, that information may be viewed, collected, and used by others.

## **DIGITAL ADVERTISING & ANALYTICS**

Life to Paper Publishing may engage in online advertising and analytics practices. Our website may use cookies and similar technologies to collect certain information from your device to help us better understand how you interact with our website, to provide personalized advertising to you, and to improve the overall functionality of our website.

We may work with advertising partners who collect data about your use of our website and other sites or apps over time to serve targeted advertisements to you. For more information on targeted advertising and how to opt-out of it, please visit the Digital Advertising Alliance's opt-out page at [www.aboutads.info](http://www.aboutads.info).

We may also work with third-party services, such as Google Analytics, to collect data about your use of our website for non-advertising purposes. For more information on how Google Analytics collects and uses data, please visit [www.google.com/policies/privacy/partners](http://www.google.com/policies/privacy/partners). If you do not wish to have your data collected by Google Analytics, you may opt-out using the Google Analytics Opt-out Browser Add-on, available at [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout).

Please note that if you choose to block or disable cookies on your web browser, certain parts of our website may not function properly.

## **EMAIL AND TEXT MESSAGE COMMUNICATIONS**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order confirmations.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at [www.lifetopaper.com/terms](http://www.lifetopaper.com/terms).

### **[YOUR PRIVACY RIGHTS]**

Your privacy is important to us, and we want to make sure you understand your rights. Depending on the applicable privacy legislation, you may have the right to:

- Request access to the personal information we hold about you;
- Request that we correct any inaccurate or incomplete information;
- Request that we delete your personal information in certain circumstances;
- Object to or restrict our processing of your personal information in certain circumstances;
- Receive your personal information in a commonly used and machine-readable format (data portability);
- Withdraw your consent at any time if we rely on consent as the legal basis for processing your personal information.

Please note that these rights may be limited in certain situations, and we may need to retain certain information for legal or legitimate business reasons. If you have any questions or would like to exercise your privacy rights, please contact us using the contact information provided at the end of this policy. We will respond to your request within the timeframes required by applicable law.

### **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. Please review it frequently.

### **CONTACT INFORMATION**

If you have any questions about this policy or our privacy practices, please contact us at [info@lifetopaper.com](mailto:info@lifetopaper.com).

## **Mobile Messaging Terms and Conditions for Life to Paper Publishing AND/OR Life to Legacy Inc.**

Last updated: April 9, 2023

1. By subscribing to our mobile messaging service, you consent to receive text messages from us on your mobile phone. You may opt-out at any time by replying to any text message with the word STOP.
2. You acknowledge that messages may be sent using an automatic telephone dialing system and that standard message and data rates may apply.
3. We reserve the right to modify or discontinue the service at any time without notice to you.
4. We are not responsible for incomplete, lost, delayed, or undelivered messages, including without limitation messages that are blocked by your mobile phone service provider.
5. Your personal information will be handled in accordance with our Privacy Policy, which is available on our website.
6. By subscribing to our mobile messaging service, you represent and warrant that you are the authorized user of the mobile phone used to subscribe or have the permission of the authorized user to subscribe to the service.
7. You agree to indemnify and hold us harmless from any claims, damages, or liabilities arising from your use of the service, including without limitation any unauthorized use of the mobile phone used to subscribe to the service.
8. We may modify these terms and conditions at any time without notice to you. Your continued use of the service after any modifications constitutes your acceptance of the modified terms and conditions.

If you have any questions or concerns about our mobile messaging service, please contact us at [info@lifetopaper.com](mailto:info@lifetopaper.com)