

# PRIVACY POLICY

Effective Date: December 4, 2025

Last Updated: December 4, 2025

Spring Books LLC (“Spring Books,” “we,” “us,” or “our”) is committed to protecting your privacy and being transparent about how we collect, use, and safeguard your personal information. This Privacy Policy explains how we handle information when you visit our website (<https://www.springbooks.biz>), contact us, or use our services.

By using our website or providing information to us, you agree to this Privacy Policy.

## 1. NOTICE AT COLLECTION (CALIFORNIA CCPA/CPRA)

We may collect the following categories of personal information:

### **Identifiers:**

- Name, email address, phone number
- Business information you provide in forms or inquiries

### **Internet Activity:**

- IP address
- Device and browser details
- Browsing behavior on our site
- Interactions with forms, buttons, and pages

### **Approximate Geolocation:**

- General location based on your IP address

### **Other Information You Provide:**

- Questions submitted via contact forms
- Files or documents you upload voluntarily

### **Why We Collect This Information**

We use this information to:

- Respond to inquiries
- Provide bookkeeping and related services

- Communicate with you
- Improve our website
- Maintain security
- Comply with legal obligations

## **Do We Sell or Share Personal Information?**

- We do not sell personal information.
- We may “share” information for limited purposes such as analytics or website performance, as defined by California law.
- You may opt out through our “[My Privacy Choices](#)” link.

Full details are provided throughout this Privacy Policy.

## **2. INFORMATION WE COLLECT**

### **2.1 Information You Provide Voluntarily**

- Name
- Email address
- Phone number
- Business details
- Information shared during consultations or form submissions
- Documents uploaded for service purposes

### **2.2 Information Collected Automatically**

Through cookies and tracking technologies, we collect:

- IP address
- Device type
- Browser type
- Pages visited and time spent
- Referring URLs
- General location

Tools used:

- Google Analytics
- Google Tag Manager
- CookieYes

For more details about cookies, please visit our [Cookie Policy](#).

## 2.3 Information from Third Parties

We may receive information from:

- MailerLite (email engagement)
- Social media platforms when you interact with us
- Service providers assisting with bookkeeping or tax coordination

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## 3. HOW WE USE YOUR INFORMATION

We use your information to:

- Provide bookkeeping and related services
- Respond to inquiries and schedule consultations
- Send transactional or service-related communications
- Send optional marketing emails (only if you opt in)
- Improve website performance and user experience
- Detect and prevent fraud or security incidents
- Comply with legal obligations and maintain business records

## 4. HOW WE SHARE YOUR INFORMATION

We **do not sell** personal information.

We may share information with third-party service providers who help us operate our business, including:

- Website hosting and infrastructure: GoDaddy
- Email marketing provider: MailerLite
- Cookie management: CookieYes
- Analytics: Google Analytics & Google Tag Manager
- Cloud storage providers
- Third-party providers regarding bookkeeping and tax services (subcontractors, partners, accounting software providers)
- Payment processors

These third-party service providers process information according to their own privacy policies and terms. Spring Books LLC does not control how these providers collect, use, or store information.

**We may also disclose information:**

- To comply with applicable laws or legal processes
- To protect the rights, property, or safety of Spring Books or others

## 5. DATA RETENTION

We retain information only as long as necessary for the purposes described in this policy.

Retention by category:

- Contact details: up to 2 years upon termination of the requested service
- Analytics data (Google Analytics): up to 26 months
- Server logs: up to 12 months
- Records required by law (e.g., tax or accounting documents): as long as legally required

## 6. YOUR PRIVACY RIGHTS

Depending on your location, you may have the right to:

### CCPA/CPRA (California Residents)

- Know what personal information we collect
- Request deletion
- Request correction
- Opt out of sharing for advertising
- Request access to your data
- Non-discrimination for exercising your rights

### How to exercise your rights:

- Email: [hello@springbooks.biz](mailto:hello@springbooks.biz)
- Use the “[My Privacy Choices](#)” link on our website

## 7. “DO NOT SELL OR SHARE MY PERSONAL INFORMATION”

Spring Books does **not** sell personal information.

Some third-party tracking tools may be considered “sharing” under California law.

You may opt out using:

- Use the “[My Privacy Choices](#)” link on our website

## **8. DO NOT TRACK (CalOPPA)**

Our website does **not** respond to Do Not Track (DNT) browser signals.

Third-party tracking tools (such as Google Analytics) may still collect data.

## **9. EMAIL MARKETING**

If you sign up for updates or download resources, we may use MailerLite to send emails.

MailerLite may track activity such as opens and clicks.

You may unsubscribe at any time by using the link in any email.

### **9.1 Email Tracking and Analytics**

We may use email analytics technologies—such as a small invisible image (often called a tracking pixel)—to understand how subscribers interact with the emails we send. These technologies allow us to see whether an email was opened, when it was opened, the type of device used, and whether links in the email were clicked. This information helps us measure the performance of our communications and improve the relevance of the content we send.

Email engagement data is processed by our email service provider, MailerLite, acting as our data processor/service provider. MailerLite processes this information on our behalf in accordance with their own privacy and security practices.

You can opt out of email tracking at any time by clicking “unsubscribe” at the bottom of any marketing email you receive from us. If you unsubscribe, we will no longer send you marketing emails, and no tracking pixels will be used.

#### **9.1.1 GDPR Information (EEA/UK Users)**

For users located in the European Economic Area or the United Kingdom:

- Our lawful basis for processing email analytics data is your consent, which you provide when subscribing to our emails.
- You have the right to withdraw your consent at any time by unsubscribing.
- You may also request access to your data, correction, deletion, restriction of processing, or portability, as outlined in the “Your GDPR Rights” section of this Policy.
- We do not use tracking pixels to make automated decisions that produce legal or similarly significant effects.

#### **9.1.2 CCPA/CPRA Information (California Residents)**

For California residents:

- Email engagement data collected through tracking pixels is used solely for measuring communication performance and improving our services.
- We do not “sell” or “share” this information as defined under the CCPA/CPRA.

- MailerLite acts as a Service Provider under the CCPA and processes email analytics on our behalf.
- You have the right to request access to, deletion of, or details about the personal information we collect, as outlined in the “Your California Privacy Rights” section.
- You may opt out of marketing emails at any time by clicking “unsubscribe.”

## **10. CHILDREN'S PRIVACY (COPPA)**

Our website and services are **not directed to children under 13**, and we do not knowingly collect information from children.

If you believe a child has provided information, please email us immediately. We will delete the information promptly.

## **11. SECURITY**

We take reasonable measures to protect your information, including:

- Encryption
- Secure servers
- Access controls
- Limited personnel access

No method of online transmission is fully secure.

## **12. GDPR (EU/EEA/UK Visitors)**

If you are located in the EU, EEA, or UK, you have the right to:

- Access your personal data
- Request deletion or correction
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time

Legal bases for processing include:

- Consent
- Contract necessity
- Legitimate interest

Data may be transferred to the U.S. under appropriate safeguards.

### **13. THIRD-PARTY LINKS**

Our website may link to external websites.

We are not responsible for the content or privacy practices of those sites.

### **14. CHANGES TO THIS POLICY**

We may update this Privacy Policy periodically.

The “Last Updated” date will reflect the newest version.

### **15. CONTACT US**

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