

# Privacy Policy

**Effective Date:** 02/01/2025

EDUAGENCY.ORG, EDU AGENCY COACHING AND CONSULTING LLC (“we,” “us,” or “our”) values your privacy and is committed to protecting the personal information you provide to us. This Privacy Policy outlines how we collect, use, store, and share your information in compliance with federal laws, Florida state regulations, and applicable privacy standards.

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## **Information We Collect**

We may collect the following types of information:

### **Personal Information**

Information that identifies or could reasonably identify you as an individual, including but not limited to:

- Name
- Email address
- Phone number
- Billing and payment details
- Account login credentials (if applicable)

### **Non-Personal Information**

- Device information (e.g., IP address, browser type, operating system)
  - Usage data (e.g., pages visited, time spent on the site)
  - Aggregate, anonymized data used for analytics and marketing
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## **How We Collect Information**

We collect information through the following methods:

- **Direct Interaction:** Information you provide when filling out forms, creating an account, subscribing to services, or contacting us directly via email, phone, or chat.
- **Automated Technologies:** Data collected through cookies, tracking pixels, and analytics tools, such as **SEI analytics**, which help us analyze user behavior, improve website performance, and enhance user experience. These technologies may track browsing history, device type, IP address, and interaction with our content.
- **Third-Party Sources:** Information obtained from service providers, business partners, and integrations, such as payment gateways, customer support tools, and external analytics platforms. These third parties may provide insights on transactions, service usage, and engagement patterns.

- **Cookies & Tracking Technologies:** We use cookies and similar tracking technologies to personalize content, remember user preferences, and analyze site traffic. You can manage your cookie preferences through your browser settings.
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### **How We Use Your Information**

We use your information for purposes including:

- Providing and improving our services
- Personalizing your experience on our website
- Communicating updates, responding to inquiries, and sending promotional offers
- Complying with legal obligations and safeguarding our website

We will not sell your personal information.

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### **Florida-Specific Privacy Considerations**

#### **Compliance with Florida's Public Records Laws**

If our website is operated on behalf of a Florida public entity or falls under public records laws, some information you provide may be considered a public record under the **Florida Sunshine Laws**. This means that it could be disclosed in response to a valid public records request unless otherwise protected by law.

#### **Your Rights Under Florida Law**

Under Florida law, you may have the right to:

- Request access to personal information held by us.
- Opt out of certain data collection or sharing practices.
- Be informed about data breaches affecting your personal information, per Florida's **Information Protection Act (FIPA)**.

To exercise your rights, contact us at [info@eduagency.com](mailto:info@eduagency.com)

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### **Data Sharing and Disclosure**

We value your privacy and only share your information when necessary for the purposes outlined in this policy, or as required by law. Specifically, we may share your information in the following circumstances:

#### **With Service Providers**

We may share your information with trusted third-party service providers who perform functions on our behalf, including:

- Hosting and maintaining our website

- Processing payments and fulfilling orders
- Analyzing website usage and traffic
- Sending communications and managing email lists

These service providers are bound by confidentiality agreements and are prohibited from using your information for purposes other than providing services to us.

### **For Legal Compliance and Public Safety**

We may disclose your information to third parties:

- To comply with applicable laws, regulations, or legal processes (e.g., subpoenas or court orders).
- To enforce our terms of service or other agreements.
- To protect the safety, rights, or property of our users, employees, or others.

### **With Business Partners or Affiliates**

In certain cases, we may share your information with our affiliates or business partners to provide you with requested services or offers. This sharing will be conducted in accordance with this Privacy Policy.

### **During Business Transfers**

If we are involved in a merger, acquisition, financing, or sale of all or a portion of our business, your information may be transferred as part of that transaction. We will notify you of such an event and outline your options regarding your data.

### **For Marketing and Advertising Purposes**

We may share non-personal, aggregated, or anonymized information with third parties for marketing, advertising, or research purposes. This data will not identify you as an individual.

### **At Your Request or With Your Consent**

We may share your information with third parties if you explicitly request or consent to such disclosure.

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### **Data Retention and Security**

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. When information is no longer needed, we securely delete, de-identify, or otherwise dispose of it in accordance with applicable regulations.

### **Security Measures**

We implement appropriate physical, technical, and administrative safeguards to protect your information from unauthorized access, use, or disclosure. These measures include, but are not limited to:

- Encryption of sensitive data.

- Regular monitoring of our systems for vulnerabilities.
- Restricting access to personal information to authorized personnel only.

### **No Guarantee of Absolute Security**

While we strive to protect your personal information, no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute security of your data.

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### **Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to enhance user experience, track usage patterns, and improve our services. You can manage your cookie preferences through your browser settings.

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### **Your Privacy Rights**

#### **Federal and State Rights**

Depending on your location, you may have the following rights:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request corrections to inaccurate or incomplete data.
- **Deletion:** Request that we delete your personal information, subject to legal retention requirements.
- **Opt-Out:** Opt-out of targeted advertising, sale of personal information, or marketing communications.

To exercise these rights, please contact us at [info@eduagency.com](mailto:info@eduagency.com)

#### **California Consumers**

If you are a California resident, you have additional rights under the **California Consumer Privacy Act (CCPA)** and the **California Privacy Rights Act (CPRA)**, including:

- The right to know what personal information we collect, use, and share.
- The right to opt-out of the sale or sharing of your personal information.
- The right to limit the use of sensitive personal information.

For more details on your California privacy rights, please review our **CCPA Privacy Policy** here: <https://oag.ca.gov/privacy/ccpa>

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### **Third-Party Websites and External Resources**

Our website may include links to third-party websites, services, or resources for your convenience and informational purposes. These external websites and resources are not operated, controlled, or maintained by us, and we do not endorse or take responsibility for their content, privacy practices, or policies.

We cannot guarantee the accuracy, safety, or appropriateness of the material on these third-party websites. By accessing external links or resources, you acknowledge and agree that we are not responsible or held liable for:

- The content, advertising, products, or services offered on third-party websites.
- Any damage, loss, or issues that may arise from your use of or reliance on information from external websites or resources.

We encourage you to review the privacy policies and terms of service of any third-party website you visit.

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### **Changes to This Privacy Policy**

We may update this Privacy Policy periodically to reflect changes in our practices, legal requirements, or other operational needs. Updates will be posted with a new effective date.

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### **Contact Us**

If you have any questions or concerns regarding this Privacy Policy or our data practices, you may contact us at:

- Email: [info@eduagency.com](mailto:info@eduagency.com)

### **Social Media Platforms**

We may use social media platforms such as but not limited to [ e.g., Facebook, Instagram, Twitter, LinkedIn, etc.] to communicate with users, share content, and provide updates about our services. Please note the following regarding your interactions with our social media pages or accounts:

### **Information We Collect Through Social Media**

When you interact with us on social media platforms, we may collect information such as:

- Publicly visible information from your profile (e.g., username, profile picture).
- Comments, messages, or other content you share with us through these platforms.
- Insights or analytics provided by the platform about interactions with our posts or pages.

### **Platform Privacy Policies**

Your interactions on these platforms are governed by the privacy policies of the respective platforms, which may differ from ours. We encourage you to review their privacy policies to understand how your data is collected, used, and shared.

### **Third-Party Tools and Features**

Our website may integrate social media plugins, widgets, or tools (e.g., “like” buttons or embedded posts). These features may collect your IP address, browser type, or browsing history and may set cookies to function properly. Your interactions with these features are governed by the privacy policy of the respective social media platform.

### **How We Use Information from Social Media**

Any information we collect through social media interactions will only be used to:

- Respond to your inquiries or comments.
- Share updates, promotions, or other content related to our services.
- Improve our social media presence and user engagement.

We do not sell information collected from social media interactions, nor do we use it for purposes outside of those explicitly stated.

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### **Communications and Promotional Materials**

We may use your contact information, including your email address, to send you communications related to:

- Updates about our services, features, or policies.
- Promotional offers, special deals, or discounts.
- Newsletters containing relevant news, resources, or information about our organization.

### **Your Communication Preferences**

You have the right to opt-out of receiving promotional emails or newsletters at any time by:

- Clicking the "Unsubscribe" link included in the footer of our emails.
- Contacting us directly at [info@eduagency.com](mailto:info@eduagency.com)

Please note that even if you opt-out of promotional communications, we may still send you non-promotional emails related to your account, transactions, or other essential services.

### **Third-Party Email Services**

We may use third-party services to manage and send email communications. These providers are contractually obligated to safeguard your information and only use it to fulfill the purpose of sending communications on our behalf.

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### **Changes to This Disclaimer**

We reserve the right to modify or update this Privacy Policy at any time without prior notice. Any changes will be effective immediately upon posting on this website.

**Contact Information**

If you have any questions or concerns about this Privacy Policy, please contact us at:  
EDU AGENCY COACHING AND CONSULTING LLC

Email: [info@eduagency.org](mailto:info@eduagency.org)