

PRIVACY NOTICE

This Privacy Notice is effective as of July 8, 2022.

This Privacy Notice applies to the information that Alexander Bracken Media (“AB Media”, “we”, “us”, or “our”) collects or receives through its website <https://www.alexander-bracken.com> (“Website”), and from our interactions through telephone, correspondence, electronic communications, newsletters, interviews, surveys, questionnaires, and the services that we provide through the Website or otherwise (collectively the “Service”). This Privacy Notice explains how we collect, use, share and protect the personal information of Registered Users and visitors, and outlines the choices of Registered Users and visitors regarding the collection and use of their personal information.

1. Consent to Privacy Notice

In this Privacy Notice, we describe the information we collect when an individual (“visitor”, “you” or “your”) uses or accesses our Website or Service, or otherwise engages with AB Media. By accessing or using the Website or Service, you consent to the information collection, disclosure and use practices described herein. Therefore, you should ensure that you read this Privacy Notice carefully.

If you do not agree with the terms of our Privacy Notice, you are not authorized to use the Website or Service.

2. Information We Collect

We collect information from a visitor when she or he accesses or interacts with the Website or Service. We collect both personal information and non-personal information depending on the level of interaction of a visitor with the Service. The manner in which this information is collected falls into two categories: (i) information that a visitor provides directly; and (ii) information that is automatically collected through a visitor’s use of the Website or our Services.

2.1 Information you provide to us directly:

- *Registration Information:* We collect the information that a visitor provides to us when registering for an account. This includes identifying information about a visitor, such as name, mailing address, phone number and email address. A visitor who has registered on the Website is deemed a “Registered User”. All provisions of this Privacy Notice that apply to a “visitor” also apply to a “Registered User”. Some provisions apply only to Registered Users.
- *Payment Information:* The Website may provide the ability to make online payments for Services. However, we do not directly access, collect or store your credit card information. All credit card information and other customer details required to process credit card payments are collected directly by our service provider that processes online payments on our behalf. Our service provider processes this information in line with its own privacy notice and data handling practices. We are not responsible for the handling of this payment information by the service provider.

- *Electronic Communications:* We may collect information that a visitor chooses to share with us via electronic communications. We use this information to understand and respond to a visitor's questions.
- *Surveys and Questionnaires:* We may invite visitors to participate in surveys or to respond to a particular questionnaire. Participation in such surveys and questionnaires is voluntary, but may require that a visitor provide certain personal information, such as name, email address or zip code. We will use this information for analytics purposes.

2.2 Information automatically collected through your use of the Website or our Services:

We automatically collect information from visitors who use the Website in order to understand how the Website is used, and how to improve it. The information we automatically collect through the Website may include:

- *In general:* We record a visitor's IP address, the time of the visit, and information regarding the browser and operating system of a visitor's device. We collect certain information about a visitor's use of the Website, including actions taken on the Website, webpages visited, and time spent on specific webpages, and the like.
- *Mobile Device Users:* If a mobile device is used to access the Website, we may collect, in addition to the general information above, the type of mobile device used and other technical information about the mobile device, e.g. the manufacturer of the mobile device.

The technology we use to collect information automatically from visitors and Registered Users includes the following:

- *Cookies:* The information we collect using cookies allows us to monitor how many visitors are using our Website or Service and for what purposes. Cookies are also used to facilitate a Registered User's log-in, as navigation aids, and as session timers. Cookies do not retain personal information about a visitor but do retain certain information about a Registered User, such as to allow navigation from page to page in a restricted access area of the Website.

You may choose to block certain categories of cookies. Most browsers contain settings that allow you to control or delete cookies. These settings will typically be found in the "options" or "preferences" menu of your browser. Please note that blocking or disabling certain cookies may interfere with certain functionalities of our Service. Further, while disabling a cookie may prevent the future collection of information by that cookie, it does not prevent the use of the information collected prior to the cookie being disabled. For more general information about cookies you can visit <http://www.allaboutcookies.org>.

- *Embedded Scripts:* Embedded scripts are used to collect information about a visitor's interactions with the Website, such as the links on which a visitor clicks. Embedded scripts are temporarily downloaded onto a visitor's computer or mobile device and are deactivated or deleted when a visitor disconnects from the Website.
- *Third-Parties' Content and Widgets:* Our Website may include third-party widgets and other content from third-parties. These third-parties may use their own cookies or web beacons to track the actions of visitors online over time and across different websites or platforms to deliver targeted electronic advertisements to a visitor. Please note that AB Media does not have access to or control over the cookies and/or web beacons that third-parties may use. We are not responsible for the privacy practices of these third-parties. For more information about how tracking works for online advertising purposes you can visit <http://www.aboutads.info/choices>. In addition, some third-party advertising companies may provide a mechanism to opt-out of their tracking technologies. For more information about this opt-out process, you can visit the Network Advertising Initiative website, available at <http://www.networkadvertising.org/choices/>.

3. Information Collection, Use, and Sharing

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via contact form, order form, phone, email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g., to perform services requested or ship an order.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

4. Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number provided on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

5. Registration

In order to use this website, a user may need to complete the registration form. During filling out an order form or registration a user is required to give certain information (such as name and email address). This information is used to contact you about the products/services on our site in

which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

6. Orders

We request information from you on our order form. To buy from us, you must provide contact information (like name and business address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we'll use this information to contact you.

7. Sharing

We partner with another party to provide specific services. When the user engages our services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

8. Security

We take reasonable precautions to protect your information. Only employees who need the information to perform a specific job (e.g. billing or customer service) are granted access to personally identifiable information. The computers/servers on which we store personally identifiable information are kept in a secure environment.

9. Log Files

We use IP addresses to analyze trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

10. Third-Party Links and Third-Party Websites

The Website may contain links to third-party websites that operate under different legal terms and privacy notices. We encourage you to read the legal terms and privacy notices for each such third-party website as these other legal terms and privacy notices will apply to you when you visit such third-party website or services. We have no control over such third-party websites or services and we make no warranties or representations about their content, completeness, accuracy or quality.

AB Media is not responsible or liable, directly or indirectly, for any damage caused or alleged to be caused by or in connection with use of, or reliance on any content and/ or service available on or through any such third-party website.

11. Changes to our Privacy Notice

We may update our Privacy Notice from time to time. If we make any material changes to the Privacy Notice, we will prominently post the notice of the changes and the updated Privacy Notice on this webpage, along with its effective date, and notify users as required by law.

If you do not agree with the proposed changes, you should discontinue your use of the Website or Service prior to the time the new Privacy Notice takes effect. Your continued use of the Website or Service after we have posted changes to the Privacy Notice will indicate that you agree to be bound by such changes.

12. How to Contact Us

All questions about this Privacy Notice should be directed to:

AlexBrackenPhotos@gmail.com or by mail to AB Media, RE: Privacy Compliance, 8860 Redwood Street, Las Vegas, NV 89139