



Brand Lab™ by Wit & Craft - Privacy Policy

Privacy Policy for The Brand Lab by Wit & Craft

Last Updated: Oct 16, 2024

1. Introduction

Welcome to The Brand Lab by Wit & Craft ("we," "our," or "us"). We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us in any way.

2. Information We Collect

We may collect the following types of information:

- A.
- B. Usage Data: Information about how you use our website and services, including IP address, browser type, pages visited, and time spent on our site. Personal Information: Name, email address, phone number, billing address, and other information you provide when using our services or contacting us.
- C. Cookies and Similar Technologies: We use cookies and similar tracking technologies to enhance your experience on our website.

3. How We Use Your Information

We may use your information for the following purposes:

- A. To provide and maintain our services
- B. To communicate with you about our services
- C. To improve our website and services
- D. To process payments and prevent fraud
- E. To comply with legal obligations

4. Information Sharing and Disclosure

We do not sell your personal information. We may share your information in the following circumstances:

- A. With service providers who help us operate our business
- B. To comply with legal obligations
- C. With your consent or at your direction

5. Data Security

We implement reasonable security measures to protect your personal information. However, no method of transmission over the Internet or electronic storage is 100% secure.

6. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information, including:

- A. Access to your personal information
- B. Correction of inaccurate information
- C. Deletion of your personal information
- D. Objection to certain processing activities
- E. Data portability
- F. To exercise these rights, please contact us using the information provided below.



7. Children's Privacy

Our services are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe we have collected such information, please contact us immediately.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date.

9. Contact Us

If you have any questions about this Privacy Policy, please contact us at:
The Brand Lab by Wit & Craft
549 Ottawa suite 101, Grand Rapids MI, 49503
616-706-5133
Jon@witandcraft.com

10. Governing Law

This Privacy Policy shall be governed by and construed in accordance with the laws of the State of Michigan, without regard to its conflict of law provisions.

By using our services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.