

# Privacy Policy

Effective Date: 01/16/25

## 1. Introduction

Urban Unity, operated by Urban Unity LLC ("we," "us," "our"), is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our website, Urban Unity, and use our services. By accessing our website or using our services, you consent to the practices described in this policy.

## 2. Information We Collect

We collect various types of information, including:

**Personal Information:** Information that identifies you personally, such as your name, email address, and phone number. This information is collected when you voluntarily provide it to us through account registration, event registration, subscription to our services, or other interactions with our website.

**Non-Personal Information:** Information that does not identify you personally, such as usage data, IP addresses, browser types, and referring URLs. This information is collected automatically as you interact with our website and services.

**Cookies and Tracking Technologies:** We use cookies and similar technologies to enhance your experience on our website. Cookies are small data files stored on your device that help us understand how you use our website and improve its functionality. You can control the use of cookies through your browser settings, but disabling cookies may affect your ability to use certain features of our website.

## 3. How We Use Your Information

We use the information we collect for various purposes, including:

**Providing and Improving Our Services:** To provide, maintain, and enhance our services, including customer support and responding to inquiries.

**Communication:** To send you newsletters, marketing communications, and other information that may be of interest to you. You can opt-out of receiving these communications at any time.

**Personalization:** To personalize your experience on our website, including displaying content and advertisements that match your interests.

**Analytics and Research:** To analyze usage patterns and improve our website and services. We may use third-party analytics services, such as Google Analytics, to collect and analyze usage data.

**Legal Compliance:** To comply with legal obligations, resolve disputes, and enforce our agreements.

#### 4. Information Sharing and Disclosure

We do not sell, rent, or share your personal information with third parties, except in the following circumstances:

**Service Providers:** We may share your information with third-party service providers who assist us in operating our website and providing our services. These service providers are contractually obligated to protect your information and use it only for the purposes specified by us.

**Legal Requirements:** We may disclose your information if required by law, such as to comply with a subpoena or other legal process, or if we believe in good faith that such disclosure is necessary to protect our rights, your safety, or the safety of others.

**Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of the transaction. We will notify you of any such change in ownership or control of your personal information.

## 5. Data Security

We implement a comprehensive security program to protect your personal information. Our security measures include:

**Encryption:** We use encryption to protect data at rest and in transit, ensuring that your information is secure.

**Access Controls:** Access to personal information is restricted to authorized personnel only, based on their roles and responsibilities.

**Incident Response:** We have an incident response plan in place to address potential data breaches and other security incidents. In the event of a data breach, we will notify affected individuals and authorities as required by law.

**Regular Audits:** We conduct regular audits and assessments of our security practices to ensure compliance with industry standards and applicable laws.

## 6. Your Rights and Choices

You have certain rights regarding your personal information, including:

**Access and Correction:** You have the right to access and update your personal information. You can do this by contacting us at the email address provided below.

**Opt-Out:** You can opt-out of receiving marketing communications from us by following the instructions in the communication or contacting us directly.

**Deletion:** You may request the deletion of your personal information, subject to certain exceptions as required by law. We will take reasonable steps to delete your information upon request.

**Do Not Track:** Our website does not respond to "Do Not Track" signals from browsers. However, you can control the use of cookies and similar technologies through your browser settings.

## 7. Children's Privacy

We do not knowingly collect personal information from children under the age of 13. If we become aware that we have inadvertently collected information from a child under 18, we will delete it immediately. Parents and guardians can contact us at the email address below to request the deletion of any information provided by their child.

## 8. International Data Transfers

Your personal information may be transferred to and processed in countries other than your country of residence. These countries may have data protection laws different from those in your country. By using our website or services, you consent to the transfer of your information to countries outside of your country of residence, including the United States.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will post any updates on this page and, if the changes are significant, we will provide a more prominent notice. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

## 10. Contact Us

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

Email: [marsh@urbanunity.io](mailto:marsh@urbanunity.io)