

**Who We Are:** Our website address is: <https://newerahomesremodeling.com>

### **What Personal Data We Collect and Why We Collect It:**

- **Comments:** When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection. An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.
- **Media:** If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.
- **Contact forms:** We may collect your name and email address as well as any message submitted through our contact form, which is provided by you. We will only use this information to contact you for service requests or to answer your questions and will not sell this information to any third parties.
- **Cookies:** If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.
- **Embedded content from other websites:** Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.
- **Analytics:** We use third-party analytic and tracking tools to better understand how people use the Site, and how to improve the effectiveness of the Site and its content. Those third-party companies may use cookies, pixel tags, or other technologies to collect and store Usage Information and Device Information. We do not have access to, nor control over, third parties' use of cookies or other tracking technologies.

Some of the analytic and tracking tools we use include Google Analytics. To prevent data from being collected by Google Universal Analytics, use the opt-out browser add-on developed by Google for this purpose available here:

<http://tools.google.com/dlpage/gaoptout?hl=en-US>.

### **How Long We Retain Your Data:**

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of

holding them in a moderation queue. Any personal information will be securely held by us indefinitely unless you request us to delete it.

**What Rights You Have Over Your Data:**

If you have left comments on this site, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

**Where We Send Your Data:**

Visitor comments may be checked through an automated spam detection service.

**How We Protect Your Data:**

We maintain reasonable administrative, technical, and physical safeguards to protect the confidentiality and security of Personal Information we collect and process. To guard your information delivered to us electronically, the Site uses Secure Sockets Layer (SSL), which encrypts your name and email address so only we are able to decode your information. Unfortunately, however, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your contact information, to the extent permitted by law, we do not guarantee or warrant the security of any information you transmit to or from the Site, and you do so at your own risk.

**Changes to This Privacy Policy:**

We may change this Privacy Policy from time to time. The most recent version of the Privacy Policy will always be posted on the Site, with the “Effective Date” posted at the top. We may revise and update this Privacy Policy if our practices change, as technology changes, or as we add new products, services, or features to our Site or change existing ones.

If we make any material changes to our Privacy Policy or how we handle your Personal Information, you will know because the Effective Date of the Privacy Policy will change. By accessing the Site and/or purchasing our products and services after the Effective Date, you are deemed to consent to our then-current Privacy Policy for information captured after the Effective Date of that Privacy Policy.