

Website Privacy Policy

Last Updated April 9, 2025

Welcome to Legacy Estate Organizing & Investigation LLC (“Company,” “we,” “us,” or “our”). We value your trust and are committed to protecting your personal information. This Privacy Policy (“Policy”) outlines how we collect, use, share, and protect your data when you visit our website www.LegacyEstateOrganizing.com and any related subpages (the “Website”).

By accessing or using our Website, you agree to the practices described in this Policy. Please take a moment to read through it carefully.

1. Purpose of this Policy. This Policy aims to be transparent about how we collect and handle your data so that you can make informed decisions when engaging with us. It applies when you:

- Visit or browse our Website.
- Engage with any features such as chat, user submissions, or electronic messaging on our Website.
- Opt into email newsletters or marketing communications.
- Purchase services, digital products, courses, or join membership programs via our Website.
- Interact with our ads or marketing content on third-party websites or platforms.

This Policy does **not** cover data collected offline or via third-party websites or platforms, including affiliates or service providers.

2. Age Requirements. We do not knowingly collect or solicit personal information from anyone under the age of 18. If you are under 18, please do not submit any personal information to us. If we learn that we have inadvertently collected personal information from someone under 18, we will promptly delete it.

If you believe we have collected such information, please contact us at eileen@legacyestateorganizing.com .

3. Information We Collect. We collect various types of personal information from you, which may include:

- **Personal Identifiers.** Name, email address, phone number, billing/shipping address, etc.
- **Financial Information.** Payment details such as credit card or banking information.
- **Geolocation Data.** IP address, location data from your device.
- **Demographic Information.** Age, gender, occupation, etc.
- **Internet and Device Activity.** Browser type, operating system, browsing behavior on our Website.
- **Authentication Data.** Social media usernames, passwords, and account security data.
- **Media.** Photos, videos, or other media you may upload to the Website.

This data is collected directly from you when you provide it (e.g., during registration or purchase) or automatically via cookies and other tracking technologies when you browse our Website.

4. Sources of Information. Your personal information may be collected from the following sources, including, but not limited to:

- **Directly from You:** When you fill out forms, subscribe to services, create an account, or make purchases on our Website.
- **Third Parties:**
 - **Payment Processors.** When you make a purchase, we collect data via third-party payment gateways (e.g., Stripe, PayPal) to process your transactions.
 - **Analytics Providers.** Such as Google Analytics, to monitor traffic and understand how users interact with our Website.
 - **Social Media Platforms.** If you connect or log in using your social media accounts (e.g., Facebook, Google, LinkedIn), or if you interact with our content on social media, those platforms may share your data with us.
 - **Email Marketing Platforms.** We collect data through email marketing providers (e.g., Mailchimp, ConvertKit) when you subscribe to our newsletter or download resources.
 - **Advertising Networks.** When you interact with our ads on third-party platforms (e.g., Google Ads, Facebook Ads), those platforms may share information on your engagement with our advertisements.
- **Automated Data Collection:**

- We use cookies, web beacons, and similar technologies to collect data on how you interact with our Website and ads, including your browsing behavior, device information, and IP address.
- We may collect additional data through automated tools such as customer feedback tools, survey responses, or affiliate marketing programs.

5. User-Generated Content and Intellectual Property. If you submit any content (e.g., testimonials, reviews, or creative works such as videos or images) through our Website or social media channels, you grant us a non-exclusive, royalty-free, perpetual, and worldwide license to use, modify, distribute, and display your content for marketing and promotional purposes.

Please be aware that content submissions are shared at your own risk. While we value your contributions, we cannot control how other users or third parties may interact with or use your publicly shared content.

6. Data Collected for Digital Products, Courses, and Memberships. When you purchase a digital product, join a course, or subscribe to a membership program through our Website, we may collect and store additional personal information such as your course progress, completion history, and engagement data.

This information is used to personalize your experience, track your progress, and ensure you have access to the resources you've purchased. We take data protection seriously and store this information securely.

7. Automated Data Collection (Cookies, Pixels, and Web Beacons). We use cookies and similar tracking technologies (e.g., web beacons, pixels) to enhance your experience and track how you use our Website. Cookies allow us to:

- Understand how you interact with our Website.
- Personalize your browsing experience.
- Improve the functionality of our services.

You can control cookies through your browser settings, and you may opt-out of targeted advertising by visiting <https://optout.networkadvertising.org/?c=1>. Be aware that disabling cookies may affect your ability to use certain features of the Website.

8. Third-Party Tracking and Affiliate Marketing. We allow third-party cookies and tracking technologies on our Website to collect data about your browsing habits for marketing purposes, such as retargeting ads. These third-party services may collect information such as your IP address, device information, and browsing behavior.

We may also participate in affiliate marketing programs. When you click on affiliate links and make a purchase, we may receive a commission, and certain tracking data may be shared with our partners for this purpose.

For more details on how to manage these settings, visit <https://optout.networkadvertising.org/?c=1>.

9. How We Use Your Information. Your personal information may be used for the following purposes:

- **To personalize your experience on our Website.** We use your data to tailor content, product recommendations, and resources based on your preferences and browsing history.
- **To process your transactions, including payments and shipping.** Your financial information is used to complete purchases, manage billing, and facilitate any necessary shipping or delivery services.
- **To communicate with you about your account, purchases, or customer service inquiries.** We may contact you via email or other channels to provide order confirmations, receipts, or updates on product availability or service changes.
- **To deliver marketing and promotional content that may interest you.** We send you relevant offers, promotions, and updates about new products, services, or events that align with your interests, based on your data.
- **To comply with legal obligations and protect our legal rights.** We may use your data to comply with applicable laws, regulations, and respond to lawful requests, or to enforce our Terms of Service and other agreements.
- **To enhance Website performance and improve products or services based on analytics.** We analyze data on how users interact with our Website to make improvements and develop new features or services.

- **To track progress and provide feedback for online courses or membership programs.** We collect and use data related to your activity in online courses or membership areas to monitor completion rates, provide feedback, and offer personalized resources or suggestions.
- **To manage and administer subscription services.** If you subscribe to a membership, newsletter, or service, we use your data to manage billing cycles, renewals, and account status.
- **To support customer relationship management (CRM) activities.** We may use your data in our CRM system to maintain customer profiles, track interactions, and deliver personalized customer support.
- **To administer surveys, quizzes, or feedback forms.** Your data may be used to analyze responses from surveys or quizzes you participate in to better understand your preferences and improve our offerings.
- **To facilitate affiliate marketing programs.** If you participate in our affiliate marketing programs or interact with our partners' offers, we may use your data to track commissions, referrals, or engagement with our partners' products or services.
- **To manage and optimize advertising campaigns.** We may use data collected from cookies and analytics tools to create more relevant ad campaigns and optimize ad targeting strategies across social media or search engines.
- **To generate testimonials or case studies for marketing purposes.** If you have shared positive feedback or testimonials with us, we may use that information (with your consent) to create case studies, testimonials, or other promotional materials.

10. Data Sharing, Disclosure, and Sale. We value your privacy and are committed to being transparent about how your personal information is shared or disclosed. Your personal data may be shared with the following parties for the purposes outlined below:

- **Service Providers.** We may share your information with trusted third-party service providers who assist in the operation of our business, including:
 - **Payment Processors.** Companies such as Stripe, PayPal, or other financial institutions that handle payments securely on our behalf.
 - **Shipping and Fulfillment Services.** If you purchase physical products, your address and contact information may be shared with third-party shipping providers like FedEx, USPS, or DHL. If you purchase digital products your name and email address may be shared with third-party digital product delivery providers.

- **Email Marketing and Automation Tools.** Services like Mailchimp, Flodesk, Klaviyo, or ActiveCampaign to help us manage email communications, deliver newsletters, and automate responses.
 - **Hosting and IT Support.** Web hosting services or IT vendors responsible for maintaining our Website and ensuring its security.
 - **Analytics Providers.** Tools such as Google Analytics to help us understand Website performance and user behavior.
- **Affiliates and Business Partners.** We may share your personal information with our business affiliates and partners for purposes such as:
 - **Affiliate Marketing Programs.** If you interact with our affiliates (e.g., by purchasing through an affiliate link), we may share relevant information (e.g., referral data) to track and manage commissions.
 - **Joint Promotions or Webinars.** If we collaborate with third parties for co-branded events, online workshops, or joint marketing campaigns, we may share registration and engagement information with the partner.
- **Advertising Networks and Social Media Platforms.** To enhance our marketing efforts and deliver more personalized ads, we may share non-identifiable information (e.g., device data, browsing history) with:
 - **Ad Networks.** Like Google Ads, Facebook Ads, or other advertising networks to serve you targeted ads.
 - **Social Media Platforms.** We may use features like Facebook or Pinterest Pixels or LinkedIn Insights to track user engagement and optimize our advertising efforts.
- **Legal Authorities.** We may disclose your personal information when required to do so by law, regulation, or legal process, including:
 - In response to a court order, subpoena, or other governmental request.
 - To protect our legal rights, privacy, safety, or property, or that of our employees, customers, or others.
- **Corporate Transactions.** In the event of a merger, acquisition, restructuring, or sale of our assets, your personal information may be transferred to a third-party as part of the transaction. In such cases, we will notify you of any significant changes regarding the handling of your personal information.
- **Non-Personally Identifiable Information.** We may share aggregated or de-identified data that cannot reasonably be used to identify you. This type of information may be shared freely with third parties for analytics, research, or marketing purposes.
- **Consent-Based Sharing.** In any other situation where we need to share your personal information, we will do so only with your explicit consent. For instance, if you opt-in to specific third-party offers, we will share your data with the relevant partners.

We do **not** sell your personal information to third parties for direct financial compensation. However, we may allow certain third parties (such as ad networks or affiliate partners) to collect information about your activities on our Website through cookies or other tracking technologies, which may be considered a "sale" of personal data under certain laws like the **California Consumer Privacy Act (CCPA)**.

- **Opt-Out of Data Sales.** If you are a resident of California or any other jurisdiction that provides such rights, you may opt-out of the sale of your personal data by contacting us at eileen@legacystateorganizing.com or following the instructions provided on our Website. For more details on how to exercise your rights, see the section on **Consumer Rights**.

Please note that once your data is shared with a third-party service provider or partner, their privacy practices and policies will apply. We encourage you to review the privacy policies of any third-party websites or services you engage with to understand how they handle your data.

You may manage and control how your data is shared by:

- Adjusting cookie preferences via your browser settings or our cookie consent tool.
- Opting out of marketing communications via the unsubscribe link in any of our emails.
- Contacting us directly at eileen@legacystateorganizing.com to opt-out of specific types of data sharing.

If you are located outside the United States, your personal data may be transferred to and processed in the United States or other countries where our third-party service providers operate. We ensure such transfers comply with applicable data protection laws, such as the GDPR, by implementing standard contractual clauses or similar legal mechanisms.

11. Consumer Rights (GDPR, CCPA, and Other U.S. State Laws). You have certain rights regarding your personal data, which may include:

- **Right to Access.** Request access to the personal data we hold about you.
- **Right to Correction.** Request correction of inaccurate or incomplete data.
- **Right to Deletion.** Request the deletion of your personal data (subject to legal exceptions).
- **Right to Opt-Out.** Opt-out of the sale of your data or targeted advertising.

- **Right to Data Portability.** Request transfer of your data to another provider.

To exercise any of these rights, please contact us at eileen@legacystateorganizing.com .

12. Data Retention. We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, such as maintaining your account or completing your purchases. After you terminate your relationship with us, we may retain your data for a reasonable period to comply with legal obligations or resolve disputes.

You can request deletion of your data by contacting us, except in cases where retention is required by law.

13. Data Security. We implement appropriate security measures to protect your data from unauthorized access, loss, or misuse. However, no online transmission of data is completely secure, and we cannot guarantee the absolute security of your data.

You are responsible for keeping your account credentials secure. We are not liable for any unauthorized access due to your negligence.

14. Do Not Track and Global Privacy Control (GPC). Our Website may recognize and respond to browser-initiated Do Not Track (DNT) signals or Global Privacy Control (GPC) signals. However, we cannot guarantee that all tracking will be completely disabled. For more details, consult your browser's help section or visit <https://globalprivacycontrol.org>.

15. Changes to This Policy. We may update this Privacy Policy periodically to reflect changes in our practices or legal obligations. The "Last Updated" date at the top of this page reflects the latest version. If material changes are made, we may notify you via email or post a notice on our Website.

Your continued use of the Website following such changes indicates your acceptance of the updated Policy.

16. Contact Us. If you have any questions, concerns, or would like to exercise your privacy rights, you can reach us using the following contact methods:

- Email: eileen@legacyestateorganizing.com .
- Mail: Legacy Estate Organizing & Investigation LLC, 2C Franklin Avenue, Pearl River, NY 10965.