

Privacy Policy

Effective Date: May 5, 2023

This policy applies to the www.danalemaster.com website and its related social media accounts (the “Services”) operated by Hartsend LLC (“**Company**” or “**We**”). The Services are operated in the United States, targeted to United States audiences, and operated in accordance with U.S. law.

In addition to reviewing this Privacy Policy, please read our Terms of Use, which govern your use of the Services.

We respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website, www.danalemaster.com (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is to not use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time. Changes to this privacy policy are effective when they are posted on this page. Your continued use of this Website after we make changes will constitute your acceptance of those changes. We recommend that you check the policy periodically for any changes.

Children Under the Age of 18

The Company does not develop, design, direct, advertise or provide online services or content that is likely to be or routinely accessed by children under the age of 18, and has no internal knowledge or intention to do so. The Company does not knowingly collect personal information from children under 18. If you are under 18 years of age, please do not use our Services.

California residents under 18 years of age may have additional rights regarding the collection and sale of their personal information. Please see your [California Privacy Rights](#) for more information.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including:

Non-personally identifying information of the sort that web browsers and servers typically make available, such as browser type, language preference, referring site, and the date and time of each visitor request.

Personally identifying information about you, such as your name and email address, that you provide when you sign up to receive emails from us, submit content, enter a survey, participate in an interview, or register for any part of the Services. We also collect potentially personally identifying information like Internet Protocol (IP) addresses from visitors. The amount and type of information we gather depends on the nature of the interaction.

You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "**User Contributions**"). Your User Contributions are posted on and transmitted to others at your own risk. We cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

What does the Company use your information for?

- To enable you to access and use the Services.
- To improve the Services and user support (by using non-personally identifying information to better understand audience usage).
- To communicate on the Services.

Cookies

Cookies are data files placed on your computer, mobile phone, or any other device used to access the Services. The Services may use similar technologies (e.g. pixel tags) to control or display ads and track usage. Cookies are used for many purposes, including to keep you signed in, to understand how you use the Services, and your preferences and web pages visited while using the Services. You can disable cookies on your device, but some of the features on the Services may not function properly. The Services use:

- Strictly necessary cookies – these cookies collect information that is required for you to use certain basic features of the site. We also use performance and analytics cookies and other similar technologies to improve your user experience and to improve functionality of our site.
- Functionality – these cookies recognize you on the Services and remember your selected preferences. This could include your language and location information.

- Advertising – these cookies collect information about your visit to the Services to tailor advertising to your interests. We sometimes share limited aspects of this data with third parties for advertising or analytics purposes. We may also share that data with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on the Service. Refusing these cookies may result in seeing advertisements that are not relevant to you.
- Social Media – these cookies offer the possibility to connect you to your social media networks and share content from our Services through social media. Refusing to accept these cookies may interfere with your ability to interact with the Service through social media.

By continuing to navigate the Services without changing your cookie settings, you hereby acknowledge and agree to Company's use of cookies.

Data Access, Portability and Erasure

Some jurisdictions, through data privacy laws, may entitle you to request copies of your personal information held by us. You may also be entitled to request copies of personal information that you have provided to us, and/or you may request us to transmit this information to you or another service provider where this is technically feasible.

We generally retain your personal information for as long as is necessary for the performance of your use of our Services with your consent, and for us to comply with our legal obligations. If you no longer want us to use your information that you provide on our site, you can request that we erase your personal information. Please note that if you request erasure of your personal information, we may retain some personal information as necessary to our legitimate business interests, like fraud detection and enhancing user safety. We may also retain information to comply with our legal obligations, like our legal reporting or auditing obligations.

Transfer of Data

Your personal information may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including personal information, to the United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Company will take steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

Security

The security of your personal information is important to us but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we endeavor to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

Aggregated Statistics

The Company may collect statistics about the behavior of visitors to the Services. We may display this information publicly or provide it to others. However, we do not disclose your personally identifiable information.

Service Providers

We may employ third party companies and individuals to facilitate our Services (“Service Providers”), to provide the Services on our behalf, to perform related services or to assist us in analyzing how our Services are used.

These third parties have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Disclosure of Your Information

We may disclose aggregated information about our users without restriction.

We may disclose personal information that we collect, or you provide as described in this privacy policy:

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Hartsend LLCs assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Hartsend LLC about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "email a friend" feature of our Website, we will transmit the contents of that email and your email address to the recipients.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Company, our customers, or others. To our employees, contractors and affiliated organizations that need to know that information in order to process it on Company's behalf or to provide services available at the Services. Some of those employees,

contractors and affiliated organizations may be located outside of the U.S.; by using the Services, you consent to the transfer of such information to them.

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to Hartsend LLC or write us at: PO 30293, Bethesda, Md 20824-0293.

Contact Us

If you have any questions about this privacy policy, please contact us through our online form at danalemaster.com/contact or email us at info@danalemaster.com.