

Privacy Policy

Effective Date: October 11, 2024

Introduction

At **CharStarCreations LLC**, owned and operated by Charlotte McKinley, we are committed to safeguarding the privacy and security of your personal data. This Privacy Policy outlines the types of personal information we collect, how we use and disclose that information, and the rights you have regarding your personal data. We adhere to applicable data protection laws and best practices, including but not limited to the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)**. By using our website or services, you agree to the terms outlined in this policy.

Information We Collect

CharStarCreations LLC may collect both personal and non-personal information directly from users through the website, customer interactions, and third-party services. The categories of personal data we collect include:

- **Personal Identification Information:** such as your full name, email address, phone number, and physical address, as provided through registration, purchase, or communication with us.
- **Financial Information:** including credit card details, payment methods, and billing information necessary to process transactions. Financial information is securely processed by our third-party payment processor, **Thrivecart**, and is not stored by us.
- **Technical Data:** such as your IP address, browser type, device details, and pages accessed, which is collected through cookies and similar tracking technologies.
- **Interaction Data:** including data submitted through contact forms, newsletters, social media interactions, and support requests.

Legal Basis for Processing (GDPR)

Under GDPR, we process personal data based on the following legal grounds:

1. **Consent:** Where you have provided explicit consent for processing your data for specific purposes, such as email marketing through **Flodesk**.
2. **Performance of a Contract:** Data necessary for us to deliver services, including website design via **Showit** and secure transactions via **Thrivecart**.

3. **Legal Obligation:** Where processing is necessary to comply with legal obligations.
4. **Legitimate Interests:** We may process your data for legitimate business purposes, including website analytics and security.

How We Use Your Information

The personal data collected is utilized to:

- **Provide and Maintain Our Services:** Including website design, development, and domain hosting via **Squarespace**.
- **Process Transactions:** Using **Thrivecart** to securely process your financial details.
- **Communicate with You:** Responding to inquiries and providing customer support. Additionally, sending newsletters and promotional emails via **Flodesk**, subject to your consent.
- **Enhance User Experience:** Using analytics tools to track website performance and improve services.
- **Engage with Social Media Platforms:** Including **Facebook, Instagram, TikTok,** and **Pinterest**, to engage with our community, advertise, and market our services.
- **Comply with Legal Requirements:** Retaining data where necessary for legal obligations or dispute resolution.

Third-Party Service Providers

We work with several third-party service providers to facilitate the operation of our business. These include:

- **Showit** – Website design and hosting platform.
- **Thrivecart** – Payment processing services.
- **Squarespace** – Domain hosting provider.
- **Flodesk** – Email marketing platform.
- **Facebook, Instagram, TikTok, Pinterest** – Social media engagement, advertising, and marketing.

Each of these providers may have access to personal data to perform their respective services on our behalf. We ensure that these third-party providers are contractually bound to protect your data and use it solely for the purposes outlined in this policy.

Legal Compliance

GDPR Rights for EU Residents

If you are a resident of the European Union, you have the following rights under GDPR:

1. **Right to Access:** You may request a copy of the personal data we hold about you.
2. **Right to Rectification:** You may request the correction of any inaccurate or incomplete data.
3. **Right to Erasure ("Right to Be Forgotten"):** You may request that we delete your personal data, provided there is no legal obligation to retain it.
4. **Right to Restrict Processing:** You may request the limitation of the processing of your data in certain circumstances.
5. **Right to Data Portability:** You may request that your personal data be transferred to another service provider.
6. **Right to Object:** You may object to our processing of your personal data for marketing or other purposes.

CCPA Rights for California Residents

If you are a resident of California, you are entitled to certain rights under the **California Consumer Privacy Act (CCPA)**:

1. **Right to Know:** You may request disclosure of the categories and specific pieces of personal data we have collected, used, disclosed, or sold.
2. **Right to Delete:** You may request the deletion of your personal data, subject to legal exemptions.
3. **Right to Opt-Out:** You may opt out of the sale of your personal data.
CharStarCreations LLC does not sell personal data.
4. **Right to Non-Discrimination:** You will not be discriminated against for exercising your CCPA rights.

Data Retention

Personal data is retained for as long as necessary to fulfill the purposes for which it was collected, to comply with legal obligations, to resolve disputes, and to enforce our agreements. The retention period varies depending on the type of data and the nature of

our relationship with you. Upon request, we will securely delete or anonymize your data when it is no longer required for the purposes outlined.

Children's Privacy

We do not knowingly collect personal information from individuals under the age of 13. If we become aware that we have inadvertently collected personal data from children under 13, we will take appropriate steps to delete such information promptly.

Cookies and Tracking Technologies

Our website uses cookies and other tracking technologies to enhance the user experience and analyze site traffic. Cookies collect information about how visitors interact with our site, enabling us to improve its functionality. You may adjust your browser settings to refuse cookies, though this may limit certain features of the site.

Types of cookies include:

- **Essential Cookies:** Required for the website to function.
- **Analytical Cookies:** Help us understand website performance and usage.
- **Advertising Cookies:** Used for personalized marketing purposes.

Data Security

We employ reasonable and appropriate security measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction. These measures include encryption, secure networks, and regular audits of our security practices. Despite these measures, no method of data transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

International Data Transfers

In instances where personal data is transferred outside of the country in which it was collected, such as to the United States for processing, we ensure that appropriate safeguards are in place to protect the privacy and security of the data in compliance with applicable data protection laws.

Changes to This Privacy Policy

CharStarCreations LLC reserves the right to modify or update this Privacy Policy at any time. If significant changes are made, we will notify you via email or a prominent notice on our website. We encourage you to review this Privacy Policy periodically for the latest information on our data protection practices.

Contact Us

If you have any questions or concerns regarding this Privacy Policy or wish to exercise any of your data protection rights, please contact us at:

Charlotte McKinley

Owner, **CharStarCreations LLC**

Email: **charstarcreations@gmail.com**

Phone: **512-921-5585**
