

# Website Data Collection Compliance Policy

## Introduction

This Data Collection Compliance Policy outlines how our website collects, uses, and protects personal information from users. It ensures that data collection practices comply with applicable privacy laws and regulations.

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## 1. Scope

This policy applies to all visitors and users of our website, as well as all data collected through forms, cookies, tracking technologies, and other mechanisms. It governs the collection, storage, usage, and sharing of personal information, including any information that can be used to identify or contact an individual (hereinafter referred to as "personal data").

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## 2. Types of Data Collected

### 2.1 Personal Data

We may collect the following personal data when users interact with our website:

- **Contact Information:** Name, email address, phone number, and mailing address.
- **Account Information:** Username, password, and other account-related information.
- **Financial Information:** Payment information, credit card details, and billing information when making purchases or transactions.
- **Preferences:** Information about user preferences, interests, and behavior on the site.

### 2.2 Non-Personal Data

We may collect non-personal data that cannot be used to directly identify an individual, including:

- **Device Information:** Browser type, operating system, and IP address.
  - **Usage Data:** Pages visited, time spent on the site, referral URLs, and other interaction metrics.
  - **Cookies and Tracking Data:** Information collected through cookies, pixel tags, and similar technologies.
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## 3. Data Collection Methods

We collect data through the following methods:

- **Voluntary Submission:** Data that users provide when completing forms, signing up for newsletters, making purchases, or contacting customer service.
  - **Automated Collection:** Data automatically collected through cookies, web beacons, and other tracking technologies while users navigate the website.
  - **Third-Party Integrations:** Data collected from third-party services or platforms integrated with our website, such as social media logins or payment processors.
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#### 4. Purpose of Data Collection

The data we collect is used for the following purposes:

- **Service Provision:** To provide and manage services requested by users, such as creating accounts, processing payments, and delivering products.
  - **Customer Support:** To respond to user inquiries, provide technical support, and manage customer service requests.
  - **Marketing and Communication:** To send newsletters, promotional offers, and other communications that users have consented to receive.
  - **Personalization:** To tailor content, recommendations, and ads based on user preferences and behavior.
  - **Analytics:** To analyze website traffic, user behavior, and engagement to improve website performance and user experience.
  - **Compliance:** To comply with legal obligations, enforce terms of service, and protect the website from misuse or fraud.
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#### 5. Legal Basis for Data Processing

We process personal data based on the following legal grounds:

- **User Consent:** When users provide consent (e.g., signing up for newsletters or accepting cookies).
  - **Contractual Necessity:** To fulfill contractual obligations, such as processing payments or delivering services.
  - **Legitimate Interests:** When processing is necessary for the legitimate interests of the business, provided that these interests are not overridden by the user's privacy rights (e.g., fraud prevention or website analytics).
  - **Legal Compliance:** When required by law to process or share personal data (e.g., in response to legal requests or tax obligations).
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## 6. Data Sharing and Disclosure

We do not sell or share personal data with third parties except as described below:

- **Service Providers:** We may share data with third-party service providers who help us operate the website, process payments, or deliver products and services (e.g., hosting services, payment processors).
  - **Legal Compliance:** We may disclose data in response to legal requests, such as subpoenas or court orders, or to comply with applicable laws.
  - **Business Transfers:** In the event of a merger, acquisition, or sale of assets, personal data may be transferred to the new entity.
  - **User Consent:** We may share data with third parties when users have given explicit consent to do so (e.g., for participation in third-party promotions).
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## 7. Data Storage and Security

### 7.1 Data Retention

We retain personal data for as long as necessary to fulfill the purposes outlined in this policy or as required by law. Once personal data is no longer needed, it will be securely deleted or anonymized.

### 7.2 Data Security

We use appropriate technical and organizational measures to protect personal data against unauthorized access, disclosure, alteration, or destruction. These measures include:

- **Encryption:** Encrypting sensitive data, such as payment information, during transmission.
  - **Access Controls:** Limiting access to personal data to authorized personnel only.
  - **Security Audits:** Conducting regular audits and assessments of security practices.
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## 8. User Rights and Choices

Users have the following rights concerning their personal data:

- **Right to Access:** Users can request access to the personal data we hold about them.
- **Right to Rectification:** Users can request corrections to any inaccurate or incomplete personal data.
- **Right to Deletion:** Users can request the deletion of their personal data, subject to legal exceptions.

- **Right to Object:** Users can object to the processing of their data for specific purposes, such as direct marketing.
- **Right to Data Portability:** Users can request a copy of their personal data in a commonly used format.
- **Right to Withdraw Consent:** Users may withdraw their consent for data collection or processing at any time.

To exercise these rights, users should contact the owner of this website.

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## 9. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance user experience and collect data about website usage. Users can control cookie preferences through their browser settings.

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## 10. Policy Updates

We may update this policy periodically to reflect changes in our data practices, legal requirements, or business operations. Users will be notified of any significant changes to this policy through the website or via email.

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## 11. Contact Information

For questions about this policy or concerns regarding data collection practices, please contact:

**TOWN OF ALAMO**  
**97 S JOHNSON ST**  
**ALAMO, TN 38001**  
**731-696-4515**