

Hand Craft Enterprises, LLC

Privacy Policy

Last Revised on October 31, 2019

Our Commitment to Online Privacy

Just like we care about crafting meaningful and visually beautiful audio-visual content, at Hand Craft Enterprises, LLC a series LLC (“Hand Craft”), we also care about your online privacy. That’s why we are going to take a minute to ensure that you understand what we are doing with your personal information and to remind you that you have rights when it comes to controlling what is shared online.

We know these privacy policies are about as dull as film noir remake without the femme fatale so we’ll try to finish this up before we all end up face down in a black and white swimming pool with a bullet in the back! By continuing to use our online services, you agree to let us use your information in the ways set out in this privacy policy (the “Policy”), which is why you really should stick it out and read the whole thing. You should also head over and read our Terms of Use Agreement (<https://blakenaleid.com/wp-content/uploads/2019/11/Terms-Of-Use-Hand-Craft-Enterprises-LLC.pdf>) as well as there are important parts of that agreement that operate in conjunction with this agreement. We believe our privacy practices are two thumbs up! But, if you disagree, we will be sad to see you leave.

Services this Policy Covers

This Policy covers the online services owned by Hand Craft Enterprises, LLC, or any of our series LLCs, including this website and our social media accounts. This Policy does not cover the practices of companies that are not owned by Hand Craft. Sometimes, we may display a link to another company’s website or online services. When you click on one of these links, you are leaving Hand Craft and are entering an unknown realm where this Policy no longer applies. Once you achieve your final destination, we recommend adding the other company’s privacy policy to your bedtime reading list to ensure that you understand how they are using your information.

What Is Personal Information?

Personal Information is any information that may allow for an individual to be personally identified. For example, your name, email address, social security number, phone number, residential address, and credit card details are all considered personal information. Other information, such as your interests, economic status, customer number, IP address, geolocation, education, and job title, may also be considered personal information if that information, when combined with other information, is used to reveal your identity.

Personal Information Hand Craft Collects

We only collect personal information from you when you say that it is perfectly fine for us to use it. You voluntarily consent for us to collect, use, and store your personal information by:

- **Registering for an online account:** In order to purchase or subscribe to any Hand Craft content or comment on our blog, you must create an online account through this website. This account allows you to make purchases of our content. To register for an online account, you are required to create a password, as well as provide your name and email address. All passwords are encrypted, but we will have access to the other personal information you provide. Alternatively, if you choose to register for an account through a third-party service, such as Facebook, we will also receive any personal information that you have given permission for the third-party service to share with us. These permissions may be changed through the third-party service. We do not have control over how the third-party service collects your information.
- **Directly providing the information to us:** Sometimes, we may ask for personal information from you so that we can effectively give you the lowdown about our business or help you with a particular inquiry. When you give us your information on your own accord in this manner, you are consenting for us to collect, use, and store the personal information you provide. Specifically, you consent for us to use the information you provide to us when you reach out to us by email or our social media accounts, use the “contact us” form on our website, create an account, purchase or subscribe to our content, interact with our support or customer service teams, or comment on our social media accounts or blog. If you are posting on our social media platforms or our blog, you should always be aware that these platforms are accessible to the public (hot tip: don’t post anything that could come back to haunt you).
- **Interacting with our online services:** You also permit us to collect information such as your IP address, browser type, geolocation, device type, the frequency of visits to our online services, and network connection type while you use our online services. We use cookies and third-party services, such as [Google Analytics](#) to help us collect this information. You are made aware that we are collecting this information by the friendly, but slightly annoying, pop-up box that appears on our home page, and that directs you to this Policy. This information is only delivered to us in a pseudonymized and aggregate form. This means we will never be able to pinpoint that it was you who visited our website 55 times in one day (not that anyone could blame you) However, you should be aware that in some circumstances, we may be legally required to hand over this information to law enforcement or regulatory authorities, who may then use this information to reveal who you are.

Did Someone Say Cookies!?

It’s time for us to talk to you about the cookies, and we don’t mean the chocolate chip kind! Cookies are small files that are transferred to a computer’s hard drive through a web browser.

- **Types of cookies we use:** We use both session cookies, that are erased once you exit your browser, and persistent cookies, that stay on your device for a set period of time or until you manually delete them.
- **Why we use cookies:** We mainly use cookies to ensure our website acts like a smooth operator. As mentioned earlier, we also use them to give us insight into things like the number of visitors to our website, type of devices being used to access our website, how visitors ended up on our website and the general geographic area they are

located. We use this information to better understand internet users who are interested in our content. This allows us to make our best effort to market our products and services only to those who are likely interested in the cool stuff that Hand Craft and its family of companies create and avoid annoying those who likely do not. As you have probably heard, cookies may also be used to display advertisements that are relevant to your interests. While we don't host targeted advertising on our website, we do use targeted advertising through other platforms such as [Facebook](#), [Instagram](#), [Twitter Ads](#), and [Google Ads](#). Targeted advertising works by cookies collecting information about your interests and online habits. Targeted advertising, as above, is used in an effort to market to audiences that we hope may be interested in our goods and services. That is why you may see some 'paid' or 'sponsored' advertisements from Hand Craft while using third-party platforms.

- **Not cool with the cookies?** Most browsers have an option to stop your computer from accepting cookies or to stop certain types of cookies from being activated. If you do decide to block cookies, our website may not operate properly, and you may not be able to access some of our online features. If it is the targeted advertising that you are mainly concerned about, you can choose to specifically opt-out of targeted advertising by going to the following links:

Facebook - <https://www.facebook.com/settings/?tab=ads>

Google - <https://adssettings.google.com>

Twitter - <https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>

Digital Advertising Alliance - <http://optout.aboutads.info/>

You can check out www.allaboutcookies.org to learn more about the cookies!

What About My Credit Card Information?

We love being able to accept credit card payments and donations online. It's convenient, quick, and easy to use. However, we understand that giving out your credit card information online can sometimes leave you feeling a little exposed. We only use PCI compliant third parties to process credit card transactions, and we never personally see your credit card information. Currently, we are using [PayPal](#) and [WooCommerce](#) to process credit card transactions.

Reasons Hand Craft Collects Personal Information

In these Orwellian times, we think it is important to point out to you that we are not "Big Brother." As such, we never collect your information for the purpose of selling, renting, trading, or otherwise abusing it. We only use your information for the following reasons:

- To personalize our online features and content;
- To offer products or services that we believe to be relevant specifically to you
- To fulfill or enforce a contract that you have entered into with us;
- To help you efficiently access your information;
- To improve, monitor and test our services and new products or features;
- To prevent, investigate and address any misuse of our services;

- To learn about the types of people that are using our services and how we can better market to those people;
- To allow you to contact us;
- To allow you to pay for our content or donate to our projects;
- To allow you to participate in social sharing;
- To respond to your inquiries and fulfill your requests;
- To comply with law enforcement and other regulatory authorities; and
- To communicate with you about our services and projects.

Sharing Your Information with Other Humans

Although we try to limit who we share your information with, there are situations where sharing is necessary. We share your information with third parties in the following ways:

- Agents: Sometimes we use other trusted companies and individuals to help us out. Whenever a company or individual is working for us, they are acting as our agent. Sometimes our agents may need to access your personal information for a particular task, but they do not have the right to use your personal information beyond what is necessary and must comply with our privacy practices.
- Third-Party Software and Apps: We use a number of third-party software and apps to make our jobs a little easier. Some personal information may be stored, processed, or shared with these apps. Here is a list of some of the current software and apps that we are using: [Gmail](#), [MailChimp](#), [Google Analytics](#), [PayPal](#), [Facebook](#), [Instagram](#), [Quickbooks](#), [YouTube](#), [Vimeo](#), [Sync](#), [Indigogo](#), [Wordpress](#), [Twitter](#), [Amp](#), and [WooCommerce](#).
- New Owners: In the unlikely event that Hand Craft is involved in a bankruptcy, merger, acquisition, reorganization, or sale of major assets, your information may be sold or transferred as part of that transaction. We will give you notice before there is a substantial change in our ownership and before any transfer of your personal information occurs.
- Other Companies Owned by Hand Craft: Hand Craft may share information with its series companies and other companies that are wholly or partially owned by Hand Craft Enterprises, LLC, or the majority members of Hand Craft Enterprises, LLC.
- Law Enforcement: We may sometimes be required to share your personal information with law enforcement. We will only share your information when we believe, in good faith, that sharing your information is necessary to protect our business or our clients. Examples include, where a legal warrant or subpoena has been issued to us, where we must report information due to a belief that fraud or misuse of our services has occurred, or where our property or safety, or a client's property or safety, is at risk. In cases of fraud, we may also be required to share your information with investigatory authorities and banks.

Email Policy

- Emails you can opt-out of: At Hand Craft, we love to keep you updated on the exciting audio-visual projects we are working on and what is happening with the business. If you are receiving these types of emails, it means that you consented to receive these emails either by clicking an opt-in box or by otherwise letting us know that it was all good for us to use your email address in this way. Of course, you are always free to opt-out of these emails by simply clicking ‘unsubscribe,’ although we will miss you!
- Emails you will not be able to opt-out of: Sometimes you won’t have the option to unsubscribe from emails that we send you. This will only happen if the email contains an important message that needs to be delivered to you. For example, we may send emails to update you on changes to this Policy or to confirm that a purchase or donation has been made.

Personal Information Retention and Your Rights

At Hand Craft, we understand the importance of letting go of the unnecessary scene takes. In the same way, we only keep your personal information for as long as necessary to provide our services. We also respect your right to request at any time for us to:

- Give you access to any personal information that we have processed;
- Correct any personal information that may have been incorrectly processed;
- Delete your personal information from our storage systems;
- Transfer your personal information to another service, when technically feasible; and
- Stop using your personal information in specific ways, by withdrawing the consent you have given us.

We will always do our best to comply with your requests. However, sometimes, there may be legal or contractual duties that stop us from being able to fulfill your wishes. For example, we may need to retain certain information to comply with our tax reporting obligations, or if the information is part of an active investigation, we may not be able to remove it from our systems immediately. Regardless, we will always respond to your requests and let you know the situation.

Where Your Information is Processed and Stored

Hand Craft is a business that is formed and operated in the United States. As such, most of the data we collect is stored and processed in the United States. However, in addition to storing information directly onto our hard drives, we also use some third-party cloud storage systems and apps to ensure that your information isn’t lost. These third parties may store and transfer your information outside of the United States, and therefore your information may be subject to international privacy and data storage laws.

Liability for Third-Party Software & Apps

We always use our best efforts to pick the cream of the crop when it comes to using third-party software and apps. We make sure to check out the third party’s security standards before storing, sharing, and processing your personal information with them. However, we are not liable for any breach of privacy or data security that occurs due to the fault of these

third parties. We have provided links in this Policy to the software and apps that we are currently using, and we recommend that you read the privacy policies of these third parties.

Keeping Your Information Safe

We have physical, electronic, and managerial systems and procedures in place to help keep your information under lock and key. Unfortunately, no online system can guarantee the complete security of your personal information. Issues such as pesky viruses or system failures may result in your personal information being compromised. You can help prevent unauthorized access to your information by using antivirus software, limiting access to your personal computer, and changing your passwords from “123abc” to something a little less obvious. In the unlikely event that your personal information is compromised due to a security breach on our end, we will be sure to notify you as soon as reasonably possible in accordance with United States breach of data regulations and laws.

Protection of Children

Our services are not directed or intended for children under the age of 13 years. We do not knowingly collect personal information from anyone under this age limit and delete this information as soon as we become aware of it. However, we do admire all the 0-12-year-olds out there, wanting to support our projects. For all of you between the ages of 13 and 16 years, you must have your parent or guardian’s permission to access our online services. Please also note that if you live outside of the United States, your country may apply stricter age limits. In some cases, even if you are older than 13, you may not be legally allowed to access our online services. Additionally, to purchase any of our content, sign up for any subscriptions or make a donation to our projects you must be over the age of 18.

Changes Made to This Policy

Times change, and we change with them. We may modify this Policy as our privacy practices and the laws surrounding privacy develop. The date at the top of this Policy lets you know when this Policy was last revised. If we believe that a change we are making will materially affect the way we use your information, we will send you an email to notify you of such a change. All other minor changes made to our privacy practices will be reflected in an updated policy, and it is your responsibility to check back here occasionally to make sure you have read our latest policy. By continuing to access or use our services after we revise our Policy, you allow us to use your information in the ways described in the updated policy.

Dispute Resolution

We like suspense and drama but only in the stories that we create – not in real life. If you have a concern about our privacy practices, we hope that we can work it out between us. However, if we are unable to settle the matter, then by using our services, you agree to the binding arbitration provisions outlined in our Terms of Use Agreement accessed here

<https://blakenaleid.com/wp-content/uploads/2019/11/Terms-Of-Use-Hand-Craft-Enterprises-LLC.pdf>

Contact Hand Craft

Congratulations! You made it to the end! In all seriousness, if you ever have any questions about how we use your personal information, feel free to reach out to us.

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