

# Privacy & Data Protection Policy

**Effective Date:**

**Last Revised:**

This Privacy and Data Protection Policy outlines how we collect, process, store, and protect your personal information when you interact with our services. We are committed to safeguarding your privacy and ensuring transparency in our data practices.

## 1. Company Information & Definitions

### About Us

This policy applies to services provided by Hope For Ohana, LLC, registered at 517 Acacia Avenue, San Bruno, CA, 94066 ("Company," "we," "us," or "our").

### Key Terms

- **User/You:** Any individual or entity accessing our digital platform or services
- **Platform:** Our website, mobile applications, and related digital services accessible at digitalsolutions.app
- **Personal Information:** Any data that can identify you as an individual, directly or indirectly
- **Processing:** Any operation performed on personal data, including collection, storage, use, or deletion
- **Third-party Services:** External services or partners we work with to provide our platform
- **User Account:** Your registered profile that allows access to personalized features
- **Tracking Technologies:** Cookies, pixels, beacons, and similar technologies used for data collection

## 2. Information We Collect

### 2.1 Information You Provide

When you interact with our platform, you may voluntarily provide:

- Contact details (name, email, phone number)
- Profile information (username, preferences, bio)
- Billing information (address, payment methods)
- Communication content (messages, feedback, support requests)

- User-generated content (posts, comments, uploaded files)

## 2.2 Automatically Collected Data

Our systems automatically gather:

- **Technical Information:** IP address, browser type, operating system, device identifiers
- **Usage Analytics:** Pages viewed, features used, time spent, click patterns
- **Location Data:** General geographic location based on IP address
- **Performance Metrics:** Load times, error reports, crash logs

## 2.3 Third-Party Analytics

We utilize analytics services including:

- **Web Analytics:** We partner with analytics providers to understand user behavior and improve our platform. These services use tracking technologies to collect information about your interactions, which may be stored on servers outside your jurisdiction.
- **Performance Monitoring:** Third-party tools help us monitor system performance and identify technical issues.

# 3. Tracking Technologies & Cookies

## Cookie Types We Use

Our platform employs various tracking technologies:

### Essential Cookies (Session-based)

- Purpose: Enable core platform functionality and security
- Duration: Deleted when you close your browser
- Opt-out: Not possible without affecting service functionality

### Preference Cookies (Persistent)

- Purpose: Remember your settings and customizations
- Duration: Up to 12 months
- Opt-out: Available through browser settings

### Analytics Cookies (Persistent)

- Purpose: Help us understand usage patterns and improve services
- Duration: Up to 24 months
- Opt-out: Available through our cookie preferences center

### **Marketing Cookies (Persistent)**

- Purpose: Deliver relevant advertisements and measure campaign effectiveness
- Duration: Up to 18 months
- Opt-out: Available through our cookie preferences center

### **Managing Your Preferences**

You can control cookie settings through your browser or our preference center. Note that blocking certain cookies may impact platform functionality.

## **4. How We Use Your Information**

### **Primary Uses**

We process your personal information to:

- Deliver and enhance our platform services
- Create and manage your user account
- Process transactions and provide customer support
- Send important service notifications and updates
- Customize your user experience
- Conduct security monitoring and fraud prevention

### **Secondary Uses**

With appropriate consent or legal basis, we may also:

- Send promotional communications about new features or services
- Conduct market research and user surveys
- Analyze usage trends for business development
- Comply with legal obligations and regulatory requirements

### **Legal Basis for Processing**

We process your data based on:

- Contractual necessity for service delivery
- Legitimate business interests
- Your explicit consent
- Legal compliance requirements

## **5. Information Sharing & Disclosure**

## **Service Partners**

We may share information with trusted partners who assist in:

- Payment processing and transaction handling
- Cloud hosting and data storage
- Customer support and communication services
- Marketing and advertising campaigns
- Security and fraud prevention

## **Legal Requirements**

We may disclose information when required by law, legal process, or to:

- Respond to government requests or court orders
- Protect our rights, property, or safety
- Investigate potential violations of our terms of service
- Prevent fraud or other illegal activities

# **6. Data Security & Protection**

## **Security Measures**

We implement industry-standard security practices including:

- Encryption of data in transit and at rest
- Regular security audits and vulnerability assessments
- Access controls and authentication protocols
- Employee training on data protection practices
- Incident response procedures

## **Limitations**

While we strive to protect your information, no system is completely secure. We cannot guarantee absolute security against all potential threats.

# **7. Your Privacy Rights**

## **Universal Rights**

All users have the right to:

- Access information about data processing activities

- Request correction of inaccurate personal information
- Request deletion of personal data (subject to legal requirements)
- Object to certain types of processing
- Withdraw consent for consent-based processing

## California Residents (CCPA/CPRA)

California residents have additional rights including:

- **Right to Know:** Detailed information about data collection and use practices
- **Right to Delete:** Request deletion of personal information (with exceptions)
- **Right to Correct:** Request correction of inaccurate information
- **Right to Portability:** Receive your data in a structured format
- **Right to Opt-Out:** Decline sale or sharing of personal information for targeted advertising
- **Right to Limit:** Restrict use of sensitive personal information
- **Non-Discrimination:** Equal service regardless of privacy choices

## Exercising Your Rights

To exercise privacy rights:

1. Submit requests through our privacy portal at [digitalsolutions.app/privacy-center](https://digitalsolutions.app/privacy-center)
2. Email our privacy team at [privacy@digitalsolutions.app](mailto:privacy@digitalsolutions.app)
3. Contact our support team through the platform

We will respond to verified requests within the timeframes required by applicable law.

# 8. Data Retention & Deletion

## Retention Periods

We retain personal information for:

- **Account Data:** Duration of account plus 3 years for legal compliance
- **Transaction Records:** 7 years for financial and tax purposes
- **Communications:** 2 years unless longer retention is required
- **Analytics Data:** Aggregated data may be retained indefinitely after anonymization

## Automated Deletion

We have systems in place to automatically delete data when retention periods expire, unless legal obligations require longer storage.

## **9. International Data Transfers**

Your information may be processed in countries outside your residence, including the United States. We ensure appropriate safeguards are in place through:

- Standard contractual clauses
- Adequacy decisions
- Other approved transfer mechanisms

We will only transfer data to countries or organizations with adequate privacy protections.

## **9. Children's Privacy**

Our platform is not intended for users under 16 years of age. We do not knowingly collect personal information from children under 16. If we become aware of such collection, we will take immediate steps to delete the information and terminate the account.

Parents who believe their child has provided information to us should contact our privacy team immediately.

## **10. Third-Party Services**

Our platform may integrate with or link to third-party services with their own privacy practices. We are not responsible for the privacy policies or practices of these external services. We recommend reviewing their privacy policies before providing any information.

## **11. Policy Updates**

### **Notification of Changes**

We may update this policy periodically to reflect:

- Changes in our services or business practices
- New legal requirements
- Feedback from users and regulators

### **How We Notify You**

Significant changes will be communicated through:

- Email notifications to registered users
- Prominent notices on our platform
- Updates to the "Last Revised" date at the top of this policy

## **Your Continued Use**

Continued use of our services after policy updates constitutes acceptance of the revised terms.

## **12. Contact Information**

For privacy-related questions or requests, please email us at: **[admin@hopeforohana.com](mailto:admin@hopeforohana.com)**