

Scott Marketing and Consulting Group®, LLC

Privacy Policy

This Privacy Policy was last updated on: **October 25, 2024**

This Privacy Policy explains how Scott Marketing and Consulting Group®, LLC, a Texas limited liability company ("**Scott Marketing and Consulting Group®**", "**we**", "**us**" or "**our**"), collects, uses, shares, and otherwise processes your information in connection with our websites, including <https://seniorcaremarketingmadeeasy.com/> (the "**Website**") and any other sites and platforms we own and operate that link to this Privacy Policy (the "**Sites**"), as well as any related content, platforms, services, products, and other functionality offered on or through our Sites, including our Websites (collectively, the "**Services**").

Our goal is to provide a Privacy Policy that is transparent in how we handle your information. Before you provide us with any information, including Personal Information (as defined in Section 1 below), you should read through this Privacy Policy in its entirety and understand its terms. We may update this Privacy Policy from time to time in accordance with Section 14 below, so please check in periodically. The updates to this Privacy Policy shall be legally effective and binding as of the date first mentioned above.

Contents

- 1. WHAT IS PERSONAL INFORMATION?**
- 2. HOW WE COLLECT AND USE PERSONAL INFORMATION**
- 3. COOKIES AND OTHER DATA COLLECTION TECHNOLOGIES**
- 4. OUR DISCLOSURE OF INFORMATION**
- 5. THIRD PARTY DATA COLLECTION AND ONLINE ADVERTISING**
- 6. YOUR CONTROLS AND CHOICES**
- 7. SECURITY MEASURES**
- 8. TRANSFER OF YOUR INFORMATION**
- 9. CHILDREN**
- 10. CALIFORNIA DO NOT TRACK NOTICE DISCLOSURES**
- 11. ADDITIONAL CALIFORNIA STATE PRIVACY DISCLOSURES**
- 12. HOW TO EXERCISE YOUR PRIVACY RIGHTS**
- 13. DATA RETENTION**
- 14. CHANGES TO THIS PRIVACY POLICY**
- 15. TIME FOR CLAIM.**
- 16. CONTACT US**

1. WHAT IS PERSONAL INFORMATION?

When using our Services, you may be asked to provide us with certain information about yourself which is “personally identifiable information.” When we use the term “Personal Information” in this Privacy Policy, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could be linked, directly or indirectly, to a person or household. It does not include aggregated or de-identified information that is maintained in a form that is not reasonably capable of being associated with or linked to a person. It is your choice whether to provide us with Personal Information and the provision of such Personal Information is not required when visiting the Website. However, if you provide us with your Personal Information, we may store and use that Personal Information as provided under this Privacy Policy.

2. HOW WE COLLECT AND USE PERSONAL INFORMATION

We are not in the business of selling your Personal Information to others. We share your Personal Information only as set forth below herein. The Personal Information we collect through our Services and save on our database servers in Texas may include the following categories:

- **User Information:** This includes your first and last name, email address, mailing address, and phone number. We use this data to respond to your questions, fulfil your transactions and to communicate directly with you.
- **Financial Information:** We use a third-party payment processors (such as Stripe Payment Processing and WooCommerce) for processing credit card payments. Payments placed on the website via WooCommerce are securely accepted via Stripe. When you provide Personal Information to third party payment processors through our Sites, including the Website, please note that , such Personal information is subject to the terms of use and privacy policy of these third party payments processors. To view Stripe’s privacy policy, please [click here](#). To view WooCommerce’s privacy policy, please [click here](#). **We do not retain personally identifiable financial information such as credit card numbers.**
- **Inquiry and Communications Information:** This includes information provided by you via email, live chat, chatbots, phone calls, or text messages, as well as contact information provided through our Services. We use this data to respond to your questions and communicate directly with you.
- **Marketing and Email Information:** This encompasses your first name and email address. We use this data to manage our communications and send information, such as through our newsletter, about products and services that may interest you. We use Kit, a third-party service provider, to send our newsletters to you. To view Kit’s privacy policy, please [click here](#). To stop receiving marketing emails and newsletters, click the “unsubscribe” link at the bottom of the email. Please note that certain service-related email communications (e.g., purchase confirmations, technical, or legal notices) cannot be unsubscribed from.
- **Feedback Information:** We may collect feedback, testimonials, and ratings related to our Services or products. We use this information internally for communication, market research, marketing and advertising, and to enhance our business. By submitting feedback, you grant us the right to post and publish it at our discretion on any of our Sites. With your written consent, we may also share your name along with your testimonial. If you choose to submit such information to us, the information you submit may be available generally to the public. Please be aware that information you provide in these areas may be read, collected, and used by others who access them.

Personal Information from Third Parties

We may also obtain Personal Information from third parties, which we may combine with Personal Information we collect either automatically or directly from our users.

- **Social media:** When you interact with our Services on social media platforms, such as liking our page and posts on LinkedIn, Instagram, and X or following us on Google, Facebook, or other networks (referred here collectively as “**Social Networks**”), we may receive information that such Social Network shares with us based on your privacy settings. This data may include your profile information, profile picture, gender, username, user ID, age range, language, country, and other details you submit and permit the social network to share. We may use this information to operate and enhance our Services and to communicate with you. Additionally your sharing of Personal information on these Social Networks may also subject to their respective Privacy Policy and Terms of Use.

In addition to the above, we may use Personal Information for the following purposes:

- To provide, maintain and optimize our services connected to your use on our Sites.
- To contact you by email, telephone, text message, live chat, chatbots or other equivalent forms of electronic communication, regarding updates or information communications connected to our Service. **BY SUBMITTING YOUR EMAIL AND/OR PHONE NUMBER TO US, YOU CONSENT TO RECEIVING EMAIL, PHONE CALLS AND/OR TEXT MESSAGES FROM US.**
- To provide you with news, best practices, discount codes, special offers, and other general information about our services connected to the Sites.
- To attend and manage any of your requests or questions to us.
- To respond to your feedback, comments, and concerns regarding your use of our Sites.
- To optimize or improve our products, Services and operations.
- To notify you about changes to our Sites or any products or Services we offer or provide through it.
- To identify usage trends and determine the effectiveness of any of our advertising and/or promotional campaigns and to evaluate, improve, and customize your experience with our marketing and advertising efforts.
- To share with third-party service providers who monitor and analyze your use of our Services.
- For other purposes, consistent with federal, state and local laws that may be available to you, such as location information, computer and connection information, statistics on page views, traffic to and from our Sites, advertisement data, IP address data, Page URL and timestamps.
- To notify you about changes to your monthly subscription.
- To carry out our obligations and enforce our rights arising from any contracts entered between you and us.
- To detect, investigate and prevent harmful activities that may violate our Terms of Use, this Privacy Policy, or otherwise be illegal.
- To comply with legal and regulatory requirements.
- To prevent fraud and protect the rights and interests of our users.
- To fulfill any other purpose for which you provide.

3. COOKIES AND OTHER DATA COLLECTION TECHNOLOGIES

We, and our third-party partners (such as Google Analytics) automatically collect information through technology such as cookies (which is information stored on your computer or mobile device by your browser to save your preferences while you are visiting a particular Site or using the Services) and web beacons (small pieces of data that are embedded in images on the pages of Sites) when you use our Services. This tracking data is used for many purposes including, for example, to provide useful features to simplify your experience when you return to our Sites; deliver relevant content based on your preferences, usage patterns and location; monitor and evaluate the use and operation of our Services; and to analyze traffic on our Sites. We may associate this tracking data with your IP, in which case we will treat it as Personal Information. Third-party partners that collect tracking data on our behalf may provide an opportunity for you to choose not to be tracked online. For more information about cookies and web beacons, please email us at info@scottgroup.consulting.

Our use of cookies and other tracking technologies to automatically collect information about your usage and device may include:

- **Service Interaction Information:** Information about your usage of the Services, including the pages you visit, links you click, ads you view and interact with, and other similar activities. We may employ third-party tools to gather data on how you use our Services and may record mouse movements, scrolling, clicks, keystrokes, and interactions with our chat features, such as live chat and chat bots.
- **Usage Information:** Data on how you access and use our Services, such as the referring site and the site you visit next, frequency of access, email interactions (e.g., whether you open emails or click links), multi-device access, and other browsing behaviors and actions taken on our Services.
- **Device Information:** Details about the device you use, such as your IP address, browser type, Internet service provider, device model/manufacture, operating system, mobile carrier, phone number, date and time stamps, and unique identifiers that help us recognize your browser, or mobile device (e.g., persistent device identifiers). We may also collaborate with third-party partners to utilize technologies, including statistical modeling tools, to identify and interact with you across different devices.
- **Location Information:** General geographic location as permitted by applicable laws derived from your IP address by us or our third-party providers.
- **Analytics information.** We may also collect analytics data or use third-party analytics tools through Google Analytics to help us measure traffic and usage trends for the services and to understand more about the demographics of our users. You can learn more about Google Analytics work at <https://support.google.com/analytics/answer/12159447?hl=en>, their practice at <https://www.google.com/policies/privacy/partners>, and view its opt-out options at <https://tools.google.com/dlpage/gaoptout>.

Please be aware that we may combine some of the Personal Information collected through cookies and web beacons with other Personal Information we have about you for the purposes outlined above. We, and our third-party partners, may also use cookies and tracking technologies for advertising and marketing purposes. For more information about tracking technologies and cookies, please visit [Third-Party Data Collection](#).

4. OUR DISCLOSURE OF INFORMATION

We may disclose your Personal Information with:

- **Internal Process/Employees/Independent Contractors.** We may allow a limited number of employees and/or independent contractors to have access to your Personal Information. These employees and independent contractors are trained on our security practices and are deeply committed to maintaining your privacy. They are authorized to access your information on an “as-needed” basis to provide technical support, or at your request.
- **Affiliates.** We may share Personal Information we collect from you with our affiliates or subsidiaries that are either subject to this Privacy Policy or that follow practices that are at least as restrictive as those described in this Privacy Policy.
- **Your Employer / Company:** If you interact with our Services through your employer or company, we may disclose your information to your employer or company, including another representative of your employer or company.
- **Service Providers:** In addition to the third parties identified above, we may share personal information with third party service providers who provide us with services, such as data analysis, online advertising, payment processing, order fulfillment, IT services, customer service, and other similar services.
- **Business Transaction or Reorganization:** In the future, we may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets. We may disclose Personal Information to a third-party during negotiation of, in connection with or as an asset in such a corporate business transaction. Personal information may also be disclosed in the event of insolvency, bankruptcy, or receivership, in compliance with applicable law.

Exceptions to Sharing Information. Exceptions to sharing your Personal Information may include when you provide direct permission, or when it is required by the law or in connection with legal processes.

- **Law Enforcement.** We may report to law enforcement agencies any activities that we reasonably believe to be unlawful, or that we reasonably believe may aid a law enforcement investigation into unlawful activity. In addition, we reserve the right to release your Personal Information to law enforcement agencies if we determine, in our sole judgment, that either you have violated our policies, or the release of your Personal Information may protect the rights, property, or safety of us or another person.
- **Legal Process.** We may share your Personal Information with others as required by, or permitted by, law. This may include sharing your Personal Information with government entities, or third parties in response to subpoenas, court orders, other legal process, or as we believe is necessary to exercise our legal rights, to defend against legal claims that have been brought against us, or to defend against possible legal claims that we determine in our sole discretion might be brought against us.

5. THIRD PARTY DATA COLLECTION AND ONLINE ADVERTISING

The Services and Sites may contain links to other websites that are not operated by us, including but not limited to <https://stripe.com/>, <https://woocommerce.com/>, <https://kit.com/>, and <https://accessibe.com/>, and <https://www.jotform.com/> (the “Third-Party Websites”). We are not responsible for the practices

employed by any websites or services linked to or from the services, including the information or content contained within them. Your browsing and interaction on any other website or service are subject to the applicable third party's rules and policies, not ours. If you are using a Third-Party Website or service, you do so at your own risk. We encourage you to review the privacy policies of any site or service before providing any Personal Information.

The information we collect, including Personal Information, is covered by this Privacy Policy and the information the Third-Party Website or platform collects is subject to the Third-Party Website privacy practices and, therefore, you should familiarize yourself with any applicable Third-Party Website's privacy policy as needed. We have no control over and assume no responsibility for the content, privacy policies or practices of any Third-Party Website, platforms or other services.

We may engage with third parties in the following ways:

- **Social Media Platforms:** We may use social media platforms, like Facebook, Instagram, X, and LinkedIn, to display targeted advertisements to you. These platforms have interest-based advertising programs that let us show ads to users who have previously shown interest in our services or to groups with similar traits, such as commercial interests and demographics. We might share a unique identifier, such as a user ID or hashed email address, with these platforms, or they may collect data from our website via first-party pixels to deliver targeted ads to you or specific audiences. The handling of these ads is governed by the privacy policies of the respective social media companies. If you prefer not to receive targeted ads, you can adjust your advertising preferences through your social media settings.
- **Accessibility Partners:** We are committed to ensuring that Our Website is accessible and inclusive to people with disabilities. We have partnered with AccessiBe to enhance the accessibility of our Website. To view AccessiBe's privacy policy, please [click here](#); to view AccessiBe's terms of service, please [click here](#).
- **Third Party Partners:** We may collaborate with various third-party partners for advertising services. For instance, we may use Google Analytics to recognize you and link the devices you use when interacting with our Services, whether on your browser or mobile device. We may share a unique identifier, such as a user ID or hashed email address, with Google to support these services. Google Analytics helps us understand how users engage with our Services and allows us to customize advertisements and content for you. For details on how Google Analytics collects and processes data, and to manage the information sent to Google, please visit Google's privacy policy page at [How Google Uses Data](#). You may control your advertising preferences or opt-out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences>, or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.

6. YOUR CONTROLS AND CHOICES

We provide you with the ability to exercise certain controls and choices regarding our collection, use, and sharing of your Personal Information as described in this Section 6 and in accordance with Section 11 (if applicable):

- You may choose whether to receive newsletters, offers, coupons, and other marketing and advertising messages from us.

- You may choose whether to receive targeted advertising from many advertising networks, data exchanges, marketing analytics and other service providers.
- You may request access to the Personal Information we hold about you, including any Personal Information that we amend or delete.
- You may control whether you prefer not to accept cookies. Most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using our online Services, as some features and services on our online Services may not work properly. Depending on your device and operating system, you may not be able to delete or block all cookies. In addition, if you want to reject cookies across all your browsers and devices, you will need to do so on each browser on each device you actively use. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

You may exercise your controls and choices, or request access to your Personal Information, by contacting us via email at info@scottgroup.consulting. Please be aware that if you do not allow us to collect Personal Information from you, we may not be able to deliver certain services to you and some of our services may not be able to take account of your interests and preferences. If you have questions regarding the specific Personal Information about you that we process or retain, please contact us info@scottgroup.consulting.

7. SECURITY MEASURES

The security, integrity, and confidentiality of your information, including your Personal Information, is extremely important to us. We take all reasonable and appropriate measures to secure your Personal Information once we receive it, and to help prevent it from being disclosed to individuals who are not described in this Privacy Policy. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable and, therefore, we cannot guarantee that Personal Information will remain secure in all circumstances, including, without limitation, in the event of a third-party cyber hack or attack, of which we have no control over.

8. TRANSFER OF YOUR INFORMATION

Your information, including Personal Information, is processed at our operating offices and in any other places where we, or our employees or independent contractors are located, except as may be otherwise processed by relevant third-party platforms and the companies that operate them. This means that your 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.

Your consent to this Privacy Policy followed by your submission of such information to us represents your agreement to such transfer(s).

In accordance with Section 7 above, we will take all reasonable and appropriate steps to ensure no transfer(s) of your information will take place to an organization or a country unless there are adequate controls in place including the security of your information and data.

9. CHILDREN

We are committed to protecting the online privacy of children and making the internet safe. Our services are not intended for children under the age of 13. We do not knowingly solicit or collect Personal Information from children under the age of 13. If We learn that any Personal Information has been collected inadvertently from a child under 13, we will not keep that information. If you believe that we might have collected information from a child under 13, please contact us at info@scottgroup.consulting.

10. CALIFORNIA DO NOT TRACK NOTICE DISCLOSURES

We do not track our Website visitors over time and across third-party platforms to provide targeted advertising. Consequently, we do not respond to Do Not Track (DNT) signals. Other third-party platforms may keep track of your browsing activities when they provide you with content, which enables them to customize what they present to you on their platforms.

11. ADDITIONAL CALIFORNIA PRIVACY DISCLOSURES

This section of our Privacy Policy provides information for California residents, as required under applicable California privacy laws, including the California Consumer Privacy Act, as amended (the “CCPA”) and the California Privacy Rights Act, as amended (the “CPRA”) to the extent applicable. California privacy laws require that we provide California residents information about how we use their Personal Information, whether collected online or offline, and this section is intended to satisfy that requirement.

Under the CCPA, “Personal Information” is any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household.

Categories of Personal Information that We May Collect and/or Disclose

Below we identify the categories of Personal Information that we collect about California consumers and households, the purposes for which we use each category, and whether we disclose or sell information within each category. For the avoidance of doubt, to protect your privacy, we do not sell or rent your Personal Information, and we only share your information as stated herein. In the event that our data collection should change in the future, we will inform you of this change before selling your Personal Information and provide instructions on how you can provide consent.

Please note our data collection practices set forth below are not different than those described above. The CCPA specifies particular information that we need to discuss in our Privacy Policy, and, in this section, we have reorganized the discussion above into the categories as outlined by the CCPA.

Categories of Personal Information	Do We collect?	Do We disclose for business purposes?	Do We sell or may We sell?
NAME, CONTACT INFORMATION AND IDENTIFIERS: Identifiers such as a first and last name,	YES	YES	NO

email address, mail address, phone number, online identifier, Internet Protocol (IP) address, or other similar identifiers. <i>For example, the information you provide us when you purchase a website template.</i>			
PURCHASE HISTORY AND TENDENCIES: Transaction information, purchasing history or consuming tendencies in connection to our Services. <i>For example, we collect information about your purchase history.</i>	YES	YES	NO
USAGE DATA: Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with our Sites, mobile application, or advertisement efforts. <i>For example, we automatically collect information when you visit our Website, such as the pages you view.</i>	YES	YES	NO
GEOLOCATION AND DEMOGRAPHIC DATA: Geographic location and demographic information about a particular individual or device.	YES	YES	NO
DATA ANALYSIS AND INFERENCES: Data analysis and inferences drawn from any of the information collected that reflect the user's preferences, characteristics, psychological trends, predispositions, and behaviors.	YES	YES	NO

California Residents' Rights

California law grants California residents certain rights and imposes restrictions on particular business practices as set forth below:

Right to Opt-out. California residents have the right to opt-out of the "Sale" of their Personal Information. California defines the term "Sale" broadly, and includes selling, renting, releasing, disclosing, disseminating, making available, transferring or otherwise communicating (collectively a "Sale") California residents' Personal Information to another business or third party for monetary or other valuable consideration. We do not sell, share, or rent your Personal Information as such terms are defined under the CCPA. In the event that our data practices should change in the future, we will inform you of this change before selling your Personal Information and provide instructions on how you can opt-out.

Notice at Collection. We are required to notify California residents, at or before the point of collection of their Personal Information, the categories of Personal Information collected and the purposes for which such information is used.

Verifiable Requests to Delete, and Requests to Know. Subject to certain exceptions, California residents have the right to make the following requests, at no charge, up to twice every 12 months:

1. **Right to Limit:** California residents have the right to request that the use and disclosure of the Personal Information we have collected about them is limited to that which is necessary to perform the services expected by such user.
2. **Right of Correction and Deletion:** California residents have the right to request correction or deletion of their Personal Information that we have collected about them, subject to certain exemptions, and to have such Personal Information deleted, except where necessary for any of a list of exempt purposes.
3. **Right to Know – Right to a Copy:** California residents have the right to request a copy of the specific pieces of Personal Information that we have collected about them in the prior 12 months and to have this delivered, free of charge, either (a) by mail or (b) electronically in a portable and, to the extent technically feasible, readily useable format that allows the individual to transmit this information to another entity without hindrance.
4. **Right to Know – Right to Information:** California residents have the right to request that we provide them certain information about how we have handled their Personal Information in the prior 12 months, including the:
 - categories of Personal Information collected;
 - categories of sources of Personal Information;
 - business and/or commercial purposes for collecting or selling their Personal Information;
 - categories of third parties/with whom we have disclosed or shared their Personal Information;
 - categories of Personal Information that we have disclosed or shared with a third party for a business purpose;
 - categories of Personal Information collected; and
 - categories of third parties to whom the California resident's Personal Information has been sold and the specific categories of Personal Information sold to each category of third party.

Submitting Requests. Requests to exercise the Right to limit, Right of Correction and Deletion, Right to a Copy, and the Right to Information may be submitted by California residents by sending an email to info@scottgroup.consulting. We will respond to verifiable requests received from California consumers as required by law.

Right to Non-Discrimination, and Incentives. The CCPA prohibits discrimination against California residents for exercising their rights under the CCPA and imposes requirements on any financial incentives offered to California residents related to their Personal Information. California residents have the right to equal service by us, and we will not discriminate against any California residents if they exercise their rights under the CCPA.

Disclosure of Incentives: If businesses offer any financial incentives for the collection, sale or deletion of California residents' Personal Information, residents have the right to be notified of any financial incentives offers and their material terms, the right not be included in such offers without prior informed opt-in consent, and the right to be able to opt-out of such offers at any time. Businesses may not offer unjust, unreasonable, coercive, or usurious financial incentives. We do not offer any financial incentives at this time.

12. HOW TO EXERCISE YOUR PRIVACY RIGHTS

We may ask you to provide additional Personal Information so that we can properly identify you in our dataset and to track compliance with your opt-out request. We will only use Personal Information provided in an opt-out request to review and comply with the request. If you chose not to provide this information, we may only be able to process your request to the extent we are able to identify you in our data systems.

To exercise any of the above rights, please submit a request by e-mail to us at: info@scottgroup.consulting.

Although we try to limit the Personal Information collected in connection with a request to exercise any of the above rights, certain requests may require us to obtain additional Personal Information from you. In certain circumstances, we may decline a request, particularly where we are unable to verify your identity or locate your information in our systems, or where you are not a resident of one of the eligible states.

If you are located in a country that falls under the scope of the GDPR, there may be data protection laws that give you certain rights with respect to your Personal Information, subject to any exemptions provided by such laws, including the rights to:

- Request access to your Personal Information;
- Request correction or deletion of your Personal Information;
- Object to our use and processing of your Personal Information;
- Request that we limit our use and processing of your Personal Information;
- Request that we limit our use and processing of your Personal Information; and
- Request portability of your Personal Information.

Please note, however, that Scott Marketing and Consulting Group, LLC and our Website is based in the United States. We provide this Website for use only by persons located in the United States. We make no claims that the Website or any of its content is accessible or appropriate outside of the United States. Access to the Website may not be legal by certain persons or in certain countries. If you access the Website from outside the United States, you do so on your own initiative and are responsible for compliance with local laws.

You also have the right to make a complaint to a government supervisory authority. If you have questions regarding the GDPR and your Personal Information that we may have processed or retained, please contact us at info@scottgroup.consulting.

13. DATA RETENTION

We may retain Personal Information while an individual uses our Services according to this Privacy Policy. If an individual stops using our Services, we will keep their Personal Information as necessary to meet our legal obligations, resolve disputes, defend claims, and for any other purposes based on their choices, such as receiving marketing communications. Specifically, we retain records of conversations, purchase history, personal information provided when using our Services, complaints, and other details from the duration of the individual's contract until the statutory limitation periods expire if needed for legal claims.

We may keep Personal Information only for as long as needed to achieve the purpose for which it was collected. However, if required by legal, tax, or accounting regulations set by authorities, we may retain it for longer periods until the relevant retention periods or deadlines have passed.

In determining how long to retain Personal Information, we assess factors such as the data's amount, nature, and sensitivity, the potential risks of unauthorized use or disclosure, and whether we can achieve our goals through other means. We also consider our legal, regulatory, tax, and accounting obligations.

Once the Personal Information is no longer required for these purposes, we will either delete or deidentify it. If deletion or deidentification is not possible (e.g., if the data is in backup archives), we will securely store the information and prevent further processing until it can be deleted or deidentified.

14. CHANGES TO THIS PRIVACY POLICY

We reserve the right to change this Privacy Policy from time to time at our sole discretion. Your use of our Sites, including any dispute concerning privacy, is subject to this Privacy Policy and the applicable Terms of Use. We reserve the right to modify this Privacy Policy at any time by posting the changes on this page. Please check the "Last Updated On" date at the top of this page to determine if the Privacy Policy has been modified since you last reviewed it. Your continued use of any portion of our Sites following posting of the updated Privacy Policy will constitute your acceptance of the changes.

All changes shall be effective from the date of publication unless otherwise provided in the notification.

BY USING OUR SITES, YOU ARE ACCEPTING THE PRACTICES, TERMS, AND CONDITIONS SET OUT IN THIS PRIVACY POLICY AND THE APPLICABLE TERMS OF USE.

15. TIME FOR CLAIM.

YOU AGREE THAT ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR IN CONNECTION WITH THIS PRIVACY POLICY, OR ANY OTHER OF OUR SITES MUST BE BROUGHT WITHIN ONE (1) YEAR AFTER THE DISPUTE, CLAIM OR CAUSE OF ACTION ACCRUES; OTHERWISE, SUCH DISPUTE, CLAIM OR CAUSE OF ACTION SHALL BE PERMANENTLY BARRED.

16. CONTACT US

If you have any questions about our Privacy Policy or our privacy practices, you can contact us at info@scottgroup.consulting.