

Our Privacy Policy

Effective Date: May 25, 2018

PriorityPR Group & Literary Agency and its owners, associated companies, agents, and officers provide a variety of intellectual content via email, video, online courses, and other formats for purchase or subscription along with free resources (“Services”) to our Customers and website Users (collectively “Subscriber”, “you”, or “your”). “Personal Data” includes any information that can be used on its own or with other information to identify, contact, or locate an individual or identify an individual in context. This Privacy Policy explains how and what Personal Data we collect from you, how and why we use, store, and protect it, how and why we may share it, and how you can access, update, delete or take control of your data. If you have questions about your Personal Data or our practices, please email us at karen@prioritypr.org.

DATA WE COLLECT

Personally Identifiable Data: When you register for a webinar or event, place an order, subscribe to a newsletter, fill out a form, or enter information on our site we may ask for your name, email or mailing address, phone number, business name, website URL or other details to improve your ordering and User experience.

Payment and Subscription Data: We do not directly collect, retain, or use your payment information. We use third-party payment processors, and other third-parties for Customer Relationship Management, membership, and webinar services to provide our Services. They may collect Personal Data, so you should check their respective Privacy Policies [on PayPal](#), or [Zoom](#).

Usage Data: We may collect data about your use of our Services such as the values of your searches, previous purchases, etc. to improve your experience and our Services.

Automatically Collected Data: We collect some data automatically when you interact with us, visit our website, or use our Services. We may receive and store information such as an IP address, device ID, and your activities on our website. We may store this information, or it may be stored in databases owned and maintained by affiliates, agents, or service providers. We may use this data or combine it with other data to track the number of users and referral sources for customers and purchase of our products.

Data from other Services: You may give us permission to collect your information through other services. For example, you may interact with us through our blog, or one of our social media accounts such as Twitter, Facebook, LinkedIn, or YouTube. When you do this, you may share certain information available through those accounts.

Cookies: Cookies are pieces of data that websites and services set on your browser or device to improve your user experience on future visits and speed up functionality. We use cookies and similar technologies to track your computer's settings such as the account you have logged in with and notification settings. We may expand the use of cookies and saved data as we add new features to our website or new products or services. We use technologies such as web beacons and single-pixel GIFS to track and log data for marketing purposes like open rates.

We also may use third-party analytic tools like Google Analytics that employ cookies to collect information about your use of our Services. You can disable cookies at any time by changing your browser or device settings. Further information about how to disable cookies check your Internet browser provider's website via your help screen.

Advertisements: We may advertise our Services on other websites and social media sites. After clicking on one of these advertisements you become a user of our Services. Various advertising platforms such as Facebook, Twitter may collect information for optimizing advertising campaigns outside of our website. If you do not want to

receive personalized ads from third parties, you should exercise opt-out rights directly with those third-parties. You can also opt-out through the [Network Advertising Initiative](#) (NAI) and [Digital Advertising Alliance](#)(DAA). Since there is no established industry compliance standard for “Do Not Track” (“DNT”) we do not respond to DNT signals in our Services and operate as explained in this Privacy Policy.

WHERE YOUR INFORMATION IS PROCESSED

We are based in the United States. No matter where you are located, by using our Services you consent to processing and transfer of your information in and to the United States and other countries. Please understand that US laws and those of other countries governing data collection and use may differ from those of your location.

HOW WE USE YOUR PERSONAL DATA

We use your Personal Data as explained in this Privacy Policy. If you provide us with information for a specific reason we may use the information for that reason. For example, if you email us a question regarding the Services, we use the information you provide both your question and your email to answer your question. We may use the information collected to help improve the quality of your user experience. We also may use the information to notify you about improvements, issues or new Services based on your usage and interests. If we do this, any communication will contain instructions on how to “opt-out” of future marketing communications. In addition, if you ever want to stop receiving any future marketing communication, or you wish to have your name deleted from our mailing lists, please click on the “safe unsubscribe” link at the bottom of our marketing emails.

OUR LEGAL BASIS FOR HANDLING OF YOUR PERSONAL DATA

Laws in some jurisdictions require us to explain the legal basis we rely on to use or disclose your Personal Data. To the extent those laws apply, our legal basis includes:

- Contractual obligations: To meet our contractual obligations to you or respond to your requests in anticipation of entering a contract for purchasing our Services. As an example, we may handle your Personal Data to create a subscription to our Services.
- Legitimate interests: We may handle your Personal Data on the basis that it furthers our legitimate interests in a manner that is not overridden by your fundamental rights and freedoms, such as:
 - Providing you with a safe and enjoyable user experience;
 - Customer service;
 - Marketing, such as email announcing new features of our Services;
 - Protecting you, our users, and our personnel and property;
 - Analyzing and improving our Services by collecting data about how you use our Services so we may improve design and features;
 - Processing job applications; or
 - Manage and respond to legal issues.
- Legal compliance: If required to use or disclose Personal Data to comply with legal, regulatory or government requirements.
- To protect your vital interests: To share your data to help resolve an urgent medical or emergency situation.
- Consent: We may handle your data based on your implied or express consent to do so. Where legally permitted or required we handle Personal Data based on your implied or express consent.

DISCLOSURE OF YOUR INFORMATION

- We do not sell your information because we consider it a vital part of your relationship with us. There may arise circumstances when we may share your data with third parties, such as in a Business Transfer. If we sell or buy a business or assets or corporation, merger, reorganization, bankruptcy, dissolution or similar business event, the related transfer of assets may include your Personal Data.
- Consent: If you provide us with consent to transfer your data.

- **Developers:** If we utilize contracted developers for our website or Services, they may have access to user data as part of their services. We would require any developers to limit use of Personal Data only to what necessary to provide their services to us.
- **Related Third Parties:** In the event we hire agents, consultants or other companies or individuals to perform services for us. For example, use of a third-party payment processor for purchases.
- **Legal compliance:** We may disclose your Personal Data if required by law or we believe in good faith we are required to for compliance with a legal obligation, to protect our rights, property, and intellectual property, defend against legal liability, or protect Users' or other's personal safety.

UNSOLICITED INFORMATION

You may voluntarily provide us with “Unsolicited Information” such as new product ideas or communicate with us without our request. By sending any Unsolicited Information you agree that it is non-confidential, and we may share, use, reproduce, disclose, and distribute it without limitation or attribution to you. You acknowledge that you bear sole responsibility and release us from all liability related to any Personal Data you willingly provided in any open or public forums to us, other Users or the public.

LINKS

Our Privacy Policy only applies only to our website and Services. Our website, blog posts, newsletters, social media posts and emails may contain links to third-party web sites that we do not operate or control. This Privacy Policy does NOT apply to any third-party website. Our link to any third-party websites does not imply endorsement or appropriateness for use of those sites. Use of any third-party site is solely at your own risk. We recommend you review any third-party sites' privacy policy prior to use.

DATA RETENTION

In the event we retain any Personal Data we only do so for the period of time we believe required based on the purpose identified in our Privacy Policy. When we dispose of Personal Data we may delete, anonymize, or use other appropriate methods. Based on reasonable business practices and system and data security purposes, Personal Data may continue to exist in system back-up files for additional time.

SECURITY

We use our best efforts to protect your Personal Data from loss, unauthorized access, disclosure, alteration, misuse, or destruction. You should understand that no internet or email transmission is fully secure or error free. Since any email you send to us may not be secure, consider carefully what Personal Data you send via email or the internet.

YOUR DATA RIGHTS

We treat all users equally regardless of location. You may unsubscribe from emails by clicking the “safe unsubscribe” link. You may opt out from cookie-related processing as explained in the Cookies explanation under Data We Collect. If you are in EEA, Canada, Costa Rica, or other non-US jurisdiction, you may have legal rights to obtain confirmation of whether we hold your Personal Data, access your Personal Data (including in portable form), and to correct, update, amend or delete your Personal Data. You also may have the right to object to our use or disclosure, request restrictions on processing, or withdraw your consent for us to use your Personal Data. These rights do not apply retroactively and may not affect our ability to continue processing data as allowed under those laws.

ACCESSING, CORRECTING OR REMOVING YOUR PERSONAL DATA.

To submit a request to access, correct, update, amend or delete your Personal Data, please email me karen@prioritypr.org using “Personal Data Request” in the subject line and include an explanation of which

Data right you are exercising. On receipt of your request, we verify your identity for your protection prior to initiating any action. Once verified, we begin processing your request and respond within 30 days. You also have the right to request us to stop using or limit our use of your Personal Data if you believe we do not have a lawful basis to use it or you believe it is inaccurate. If you are in the EEA, you have the right to opt-out of all Personal Data processing for direct marketing. To do so, please select “safe unsubscribe” in any marketing email.

Applicable law may limit or provide exceptions to your rights and options related to your Personal Data. You also have the right to submit a complaint to the relevant supervisory authority where you are located. **We hope you allow us the opportunity to address your concerns about Personal Data first.**

PRIVACY POLICY CHANGES

We may update or modify this Privacy Policy at any time without notice. We post any changes or modifications on this page. You should review this Privacy Policy before submitting any Personal Data and periodically as you use this website or our Services. The date listed at the top of this page is the date of the latest version. Your continued use of this website and our Services after any update or modification shall indicate your knowing consent to the terms of this Privacy Policy in effect on the date of your use.

CONTACTING PRIORITYPR

If you have any questions about this Privacy Policy or how we use your Personal Data, please contact me karen@prioritypr.org or send physical mail to: PriorityPR Group & Literary Agency, PO Box 700515, Tulsa, OK 74170