

# Privacy Policy for Blady's Little World

**Effective Date:** 10/24/2024

At Blady's Little World, accessible from <https://bladyslittleworld.com>, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, and protect the information you provide to us when visiting our website. By using our website, you agree to the terms outlined in this Privacy Policy.

## 1. Information We Collect

We collect the following types of information:

- **Personal Information:**

When you fill out forms on our website (e.g., requesting information, scheduling, subscribing), we collect personal information such as:

- Name
- Email address
- Contact information (phone number)
- Any additional information you voluntarily provide
- **Automatically Collected Information:**

We collect data related to your interactions with our website via cookies, including:

- IP address
- Browser type
- Device information
- Pages viewed
- Referring website
- Date and time of visit
- **Location Data:**

We may collect location information using services like GeoIP2 to analyze where our users are located. This data includes:

- IP address
- General geographic location (city, country)

## 2. How We Use the Information

We use the collected information for purposes such as:

- **Communication:** Responding to inquiries, fulfilling requests, and providing customer service.
- **Website Optimization:** To improve the functionality, user experience, and design of our website.

- **Marketing and Advertising:** Displaying relevant ads, promotions, and content based on user behavior and preferences.
- **Analytics:** To better understand how users engage with our website and optimize content based on user interests.

### 3. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your browsing experience:

- **Essential Cookies:** These cookies are necessary for the website to function properly (e.g., session maintenance, navigation).
- **Analytics Cookies:** We use Google Analytics to track how visitors interact with our website, including pages viewed and time spent. You can opt out by using the [Google Analytics Opt-out Browser Add-on](#).
- **Advertising Cookies:** These cookies enable us to show personalized ads based on your browsing habits. You can manage your ad preferences via [Google Ads Settings](#).

### 4. Server Logs and IP Tracking

We automatically log visitor IP addresses for security and diagnostics. We may also collect geographic data using tools such as GeoIP to provide content tailored to your location. This includes:

- **IP address**
- **Time of visit**
- **Pages accessed**

### 5. Data Sharing and Third Parties

We do not sell personal data. However, we share data with trusted third-party service providers to support website functionality, performance, and marketing, such as:

- **Google Analytics:** For tracking website usage and analytics.
- **GeoIP2:** For geolocation insights.
- **Advertising Partners:** To deliver targeted advertising.

### 6. Legal Bases for Data Processing (For EU Residents)

We collect and process data under the following legal bases outlined in the GDPR:

- **Consent:** When you voluntarily provide personal data.
- **Legitimate Interests:** For improving our services and website performance.
- **Contract:** When required to fulfill a contractual obligation.

- **Legal Obligation:** When required by law.

## 7. Rights of EU Residents Under GDPR

If you are an EU resident, you have the following rights:

- **Right to Access:** Request access to the personal data we hold.
- **Right to Rectification:** Request corrections to inaccurate data.
- **Right to Erasure:** Request deletion of personal data (subject to legal obligations).
- **Right to Object:** Object to data processing under specific conditions.
- **Right to Data Portability:** Request a copy of your data in a machine-readable format.

## 8. Rights of California Residents Under CCPA

California residents are granted rights under the CCPA, including:

- **Right to Know:** Information on data collection practices.
- **Right to Delete:** Request deletion of personal data, except for legally necessary cases.
- **Right to Opt-Out:** Opt-out of data sales (we do not sell personal data but may share with advertising partners for targeted ads).

## 9. Security of Your Data

We employ industry-standard security measures to protect your personal data. However, no transmission over the internet is completely secure, and we cannot guarantee full security.

## 10. Updates to This Privacy Policy

We may update this policy to reflect changes in our practices or for regulatory reasons. When we update the policy, we will revise the **Effective Date** and notify users as required by law.

## 11. Contact Us

If you have questions about this Privacy Policy, please contact us via:

- **Email:** [bladyslittleworld@gmail.com](mailto:bladyslittleworld@gmail.com)
- **Phone:** +1 (774) 623-0803
- **Address:** 84 Warren Avenue, Marlborough, MA, United States

**Additional Links:**

- [Google Ads Personalization Settings](#)
- [Google Analytics Opt-Out Add-on](#)
- [Google Privacy Policy](#)