

## **Privacy Policy**

The following privacy policy ("Policy") governs the information practices used on [SPFairValue.com](http://SPFairValue.com) (the "Website") for the services provided to you as set forth in the Terms of Use for the Website. Throughout this Policy, we refer to information that personally identifies you as "personal information". All capitalized terms not otherwise defined in this Policy shall be as set forth in the Terms of Service for the website.

### **Personal Information**

When visiting, personally identifiable information about you is not collected unless you specifically provide it to us. For example, when you register with the Website, we require certain personal information, such as your name, address and email address. We may also obtain certain billing information, such as bank, credit or debit card information for the sole purpose of facilitating payment for the services provided through the Website.

### **How Your Information Is Used**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

- **By Law or to Protect Rights**

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

- **Third-Party Service Providers**

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

- **Marketing Communications**

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

- **Third-Party Advertisers**

We may use third-party advertising companies to serve ads when you visit the Website. These companies may use information about your visits to the Website and other websites that are

contained in web cookies in order to provide advertisements about goods and services of interest to you.

- **Affiliates**

We may share your information with our affiliates, in which case we will require those affiliates to honor this Policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

- **Business Partners**

We may share your information with our business partners to offer you certain products, services or promotions.

### **Tracking Technologies:**

- **Cookies and Web Beacons**

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Website to help customize the Website and improve your experience. When you access the Website, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Website. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

- **Internet-Based Advertising**

Additionally, we may use third-party software to serve ads on the Website, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us.

- **Website Analytics**

We may also partner with selected third-party vendors[, such as [[Adobe Analytics](#),] [[Clicktale](#),] [[Clicky](#),] [[Cloudfare](#),] [[Crazy Egg](#),] [[Flurry Analytics](#),] [[Google Analytics](#),] [[Heap Analytics](#),] [[Inspectlet](#),] [[Kissmetrics](#),] [[Mixpanel](#),] [[Piwik](#),] and others], to allow tracking technologies and remarketing services on the Website through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Website, determine the popularity of certain content, and better understand online activity. By accessing the Website, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings that may affect the function, and your use of, the Website.

- **Third-Party Websites**

The Website may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. **Once you have used these links to leave the Website, any information you provide to these third parties is not covered by this Policy, and we cannot guarantee the safety and privacy of your information as a result.** Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Website.

### **Options Regarding Your Information**

You may at any time review or change the information in your account or terminate your account by:

- Logging into your account settings and updating your account
- Contacting us using the contact information provided below
- Other

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.]

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

- Noting your preferences at the time you register your account with us
- Logging into your account settings and updating your preferences.
- Contacting us using the contact information provided below

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

## **Policy Regarding Children**

The Website is not for use by minors. We do not knowingly solicit information from or market to children under the age of 17. If you become aware of any data we have collected from children under age 17, please contact us using the contact information provided below.

## **Security**

Personal information is stored on the Website but may also be kept in a database external to the Internet. We work to protect your personal information from loss, misuse or unauthorized alteration by using industry-recognized security safeguards, such as firewalls, to protect the confidentiality and security of your personal information from loss, misuse or unauthorized alteration. Whenever we ask for sensitive information, such as your Billing Information, it is encrypted it as it is transmitted to us.

## **Modifications to Our Policy**

We reserve the right to make changes to this Policy at any time and for any reason. We will alert you about any changes by updating the “Last updated” date of this Policy. You are encouraged to periodically review this Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Policy by your continued use of the Website after the date such revised Policy is posted.

## **Customers that reside in the state of California**

CCPAA covers the following critical areas as outlined in the act’s opening:

- The right of Californians to know what personal information is being collected about them.
- The right of Californians to know whether their personal information is sold or disclosed and to whom.
- The right of Californians to say no to the sale of personal information.
- The right of Californians to access their personal information.
- The right of Californians to equal service and price, even if they exercise their privacy rights.

## **Contact us**

If you have questions or concerns about our collection, use, or disclosure of your personal information, please contact us at [webmaster@spfairvalue.com](mailto:webmaster@spfairvalue.com) or write us at:

SP Fair Value, LLC  
14673 Midway Road, Suite 212  
Addison, Texas 75001-3915

Last revised: August 01, 2020