

Privacy Policy for Anita Andrade Inc.

At **Anita Andrade Inc.** (“we,” “our,” or “us”), we respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and disclose your personal information when you interact with our website, services, and social media pages.

By using our services, visiting our website, or providing us with your personal information, you agree to the practices outlined in this Privacy Policy.

1. Information We Collect

We collect the following types of personal information:

- **Personal Information:** Name, email address, phone number, mailing address, and any other details you provide to us during booking or communication.
- **Payment Information:** Credit card details and billing address for processing transactions.
- **Usage Data:** Information about how you use our website and services (e.g., device information, IP address, and browsing activity).

2. How We Use Your Information

We use your personal information for the following purposes:

- **To Provide Services:** To schedule and deliver photography services as requested.
- **To Process Payments:** To complete transactions for photography services, including billing and invoicing.
- **To Communicate with You:** To respond to your inquiries, send confirmations, or provide updates related to your bookings.
- **Marketing:** To send promotional materials, special offers, or other marketing communications (you can opt-out at any time).
- **To Improve Our Services:** To enhance your experience on our website and optimize our services.

3. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. This includes fulfilling any legal, accounting, or reporting requirements. Once your personal data is no longer needed, it will be securely deleted or anonymized.

4. User Consent

By using our services, you consent to the collection, use, and processing of your personal information as outlined in this Privacy Policy. In some cases, we may also seek your explicit consent (such as when you subscribe to our newsletter or provide payment details).

5. Data Security Measures

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, or destruction. This includes using encryption technologies, secure payment gateways, and limiting access to personal data to authorized personnel only.

6. Third-Party Services

We may use third-party service providers, such as payment processors and analytics services, who may have access to your personal information to perform specific tasks on our behalf. We ensure that these third parties maintain appropriate privacy practices and comply with applicable data protection laws.

7. Marketing and Advertising

We may use your personal information to send marketing materials about our services, promotions, or new offerings. You can opt-out of receiving these communications at any time by clicking the unsubscribe link in our emails or contacting us directly.

8. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our website. These technologies may collect information such as your browsing behavior, device information, and IP address. You can manage your cookie preferences through your browser settings. However, disabling cookies may affect certain features on our website.

9. Your Rights and Choices

Under certain laws (such as the GDPR and CCPA), you have the right to:

- Access and update your personal data
- Request the deletion of your personal data
- Object to data processing
- Opt-out of marketing communications

If you wish to exercise any of these rights, please contact us directly.

10. Children's Privacy

At **Anita Andrade Inc.**, we understand the importance of protecting the privacy of minors. As we provide photography services to babies, children, and minors, we want to clarify the following:

- **Parental Consent:** Since minors cannot legally contract for services, we require a parent or legal guardian to provide personal information on behalf of their minor child. By booking our photography services for a minor, you, as the parent or legal guardian, consent to the collection and processing of the minor's data as outlined in this Privacy Policy.
- **Use of Data:** We only collect the necessary personal information to fulfill your booking and photography needs. This may include the child's name, age, and photo. We do not collect unnecessary data about minors.
- **No Direct Marketing to Minors:** We do not send marketing materials or engage in any advertising aimed directly at minors. Any promotional materials or communications are sent only to the parent or legal guardian.
- **Parental Rights:** Parents or guardians can request to access, correct, or delete any personal information related to their child by contacting us at the details provided below.

11. International Data Transfers

If your personal information is transferred to and stored in a country outside your jurisdiction (e.g., via cloud storage services), we will take steps to ensure that your data is protected in accordance with applicable laws.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your personal information.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or the handling of your personal information, please contact us at:

Anita Andrade Inc.

Email: me@anitaandrادهphoto.com

Website: www.anitaandrادهphoto.com

Rev: March 12, 2025