

# Affinity Events & Rentals LLC

## Privacy Policy

### **Our Commitment to Privacy**

Welcome to Affinity Events & Rentals LLC (“Company”, “we”, “us”, or “our”). We are committed to protecting the privacy of our clients and website visitors ensuring the strict security of their personal information. This Privacy Policy outlines how we collect, use, store, and safeguard your data and your rights concerning that data.

### **Your Consent**

By using our website and services, you consent to our collection, storage, use, and disclosure of your personal information as described in this Privacy Policy. If we make changes to our privacy practices, we will post those changes on this page, and your continued use following any changes signifies your agreement to the new terms. If you do not agree with any part of this policy, please do not use our website or services.

### **Information We Collect**

Affinity Events & Rentals LLC, collects both Personal and Non-Personal Information from our users.

Personal Information we collect may include, but is not limited to, your name, email, mailing address, phone number, and sensitive data such as financial information and identification numbers. We are committed to protecting the privacy and security of all personal information, including sensitive data, in accordance with the New York SHIELD Act. Additionally, for transaction purposes, payment details including credit card information are captured securely via a reputable third-party payment processor, intended for transaction facilitation and the convenience of future purchases. This financial data may be stored within your user account, under stringent security protocols managed by the third-party provider.

Non-Personal Information, our systems automatically log data regarding your visit to our website, such as IP address and browser specifics, utilizing cookies and similar technologies to enhance user experience and service quality. This amalgamation of information aids us in tailoring our offerings to meet your needs more effectively.

### **Data Retention**

We retain your personal information only as long as necessary to provide the services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods mandated by law, contract, or similar obligations applicable to our business operations; for preserving, resolving, defending or enforcing our legal/contractual rights; or needed to maintain adequate and accurate business and financial records. Specific retention periods depend on the purpose and legal basis of processing, for example, personal information used to perform a contract between you and us will be stored for the duration of the contractual relationship and in accordance with state and federal law.

### **Information Usage**

At Affinity Events & Rentals LLC, we are committed to using the information we collect with utmost responsibility to enhance the services we provide. The personal data collected facilitates the effective management of client accounts, the processing of transactions, and the meticulous organization of events tailored to client specifications. We also leverage this information to maintain open lines of communication, ensuring clients are well-informed about their event statuses, updates to our services, and any promotional offers that might interest them.

Further, we utilize automated data to analyze and understand user interactions with our website. This analysis aids in optimizing our website's functionality, ensuring a seamless user experience that meets the evolving needs of our clients.

Our use of your data is always done with the intent to serve you better, adhering strictly to legal and ethical standards, and ensuring the privacy and security of your information throughout its use.

### **Information Sharing and Disclosure**

Affinity Events & Rentals LLC, prioritize the security and privacy of your personal information and adhere to stringent data protection standards in compliance with New York State laws. Personal information may be shared with third-party service providers only when necessary to deliver our services, ensuring that all third parties comply with our strict data protection and confidentiality terms. These terms align with our privacy commitments and legal obligations, covering entities such as payment processors, event planners, and IT support services essential for our business operations.

We do not share, sell, trade, or otherwise transfer your personally identifiable information to third parties, affiliates, or partners for marketing or other purposes without your explicit consent. Personal data is securely maintained and only disclosed when required by legal obligations, such as court orders, or to protect and defend our rights and property.

In the event of a business transition, such as a merger or acquisition, personal information may be transferred as part of the business assets. Any such transfer will continue to be governed by the existing privacy terms to ensure the ongoing protection of your personal information.

### **Data Security**

We are committed to safeguarding the security of your personal information by implementing robust security measures including encryption, secure server hosting, and regular security audits to safeguard your personal information against unauthorized access, alteration, disclosure, or destruction, meeting the requirements set forth by the New York SHIELD Act. In addition, organizational methods like restricted access and staff training. While we strive to use commercially acceptable means to protect your personal information, it is important to acknowledge that no method of transmission over the Internet, or method of electronic storage, is 100% secure. In compliance with the New York SHIELD Act, should a data breach occur that affects your personal information, we will notify you and any applicable regulators within 72 hours of our discovery of the breach, detailing the affected data, the potential consequences, and the measures taken to mitigate any adverse effects.

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### **Your Rights**

In addition to the general rights provided under this policy, New York residents may have additional rights regarding the use and disclosure of their personal information under local laws, which we fully support and facilitate.

Access: You can request access to the personal information we hold about you.

Correction: You have the right to ask us to correct any inaccurate or incomplete personal information we have about you.

Deletion: You can request the deletion of your personal information from our records, subject to certain exceptions prescribed by law.

Objection: You may object to the processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.

To exercise any of these rights, please contact us at 1-585-515-4224. We will respond to your request within a reasonable timeframe and notify you of the action we have taken.

### **Children's Privacy**

Affinity Events & Rentals LLC complies with the requirements of the Children's Online Privacy Protection Act (COPPA) and the New York State Children's Online Privacy Protection Act. We do not target our services to children under the age of 13, nor do we knowingly collect personal information from children under this age. If you are a parent or guardian and believe that your child under 13 has provided us with personal information, please contact us at 1-585-515-4224 so we can take appropriate action.

### **Changes to This Privacy Policy**

At Affinity Events & Rentals LLC, we may update our Privacy Policy to reflect changes in our operations, legal requirements, or the ways in which we process your personal information. We will notify you of any substantial changes by prominently posting an updated notice on our website and, where appropriate, through direct communication channels such as email.

### **Contact Us**

If you have any questions or concerns about this Privacy Policy or the handling of your personal information, or if you wish to exercise any of your rights as described in this policy, please do not hesitate to contact us at:

**Email:** [info@eventsbyaffinity.com](mailto:info@eventsbyaffinity.com)

**Phone:** 1-(585)-515-4224

Our dedicated team is committed to addressing your concerns and will respond to all inquiries promptly. We value open communication and are here to aid and clarify any aspects of your data privacy and security.