

PRIVACY POLICY

Effective as of OCTOBER 2018.

Thank you for using barhamhouse.com and our related apps and services (the “**Services**”).

This Privacy Policy applies to your use of the Services. If you do not agree to this Privacy Policy, then do not use the Services.

For clarity, all references to “**us**” (and similar words such as “we” and “our”) mean Barham House Associates, LLC, a Missouri limited liability company (regardless if they are capitalized), and all references to “**you**” mean the individual using the Services (regardless if the word is capitalized).

Information We Collect

Anonymous Data

We may collect (or you may provide to us) information which is not personal in nature and which may not be used to identify you as a specific individual or business (“**Anonymous Data**”).

Personal Data

As a result of your use of the Services we may collect (or you may provide to us) the following types of information (“**Personal Data**”):

- **Basic Information:** Your name, business name, address, email address, phone number, photos, videos, and similar types of information.
- **User Account Information:** User names, nicknames, and similar types of information.
- **Payment Information:** Payment information including credit/debit card numbers, account numbers, and similar types of information.
- **Social Media Account Information:** If you use an account on a third-party social media platform to access or use our Services, then we may collect personally identifiable information provided to us by that third-party social media platform.
- **Information We Collect Automatically:** We may collect information about you automatically, including your IP address, operating system, browser ID, browsing activity, time stamps, site navigation, button clicks, and similar types of information. We may also use and/or collect cookies and other types of data files (such as web beacons and cookie-equivalent technology), some of which may be stored on your computer or electronic device for use when you use the Services.
- **Your Content:** You may also voluntarily provide information to us through the Services and also through other communication channels, including content, text, photos, videos, audio files, and similar types of information.

Sensitive Personal Data

You should not provide us with any sensitive information about you, including for example your racial or ethnic origins, political opinions, religious or philosophical beliefs, trade union membership information, genetic data, biometric data, health data, sex life data, or sexual orientation data.

How We Use Your Data

Anonymous Data

We may use Anonymous Data for any purpose not otherwise prohibited by applicable law, without your consent, without providing notice to you, and without providing compensation to you, including without limitation sharing and selling Anonymous Data to third parties.

Personal Data

We will not share or sell your Personal Data except as otherwise provided in this Privacy Policy or our Terms of Use.

We may use your Personal Data as follows:

- **Sharing with Other Users:** We may share your Personal Data with other users of the Services to ensure the Services operate for their intended purposes.
- **Customization of Services:** We may use your Personal Data to customize and/or enhance your use of the Services.
- **Communications:** We may use your Personal Data to send communications to you, including marketing communications.
- **Payments:** If you purchase goods or services through our Services, then we may use your Personal Data to process your purchase and payment.
- **Sharing with Affiliates & Third Parties:** We may share your Personal Data with our affiliates and other third parties to accomplish the purposes outlined in this Privacy Policy. This includes sharing your Personal Data with third-party payments processors.
- **Retention:** We may store and retain your Personal Data for purposes of using it as described in this Privacy Policy. However, we do not have any obligation to store your Personal Data for the benefit of you or any other third party.
- **Per our Terms of Service:** We may use your Personal Data as provided in our Customer Terms of Service and our User Terms of Service.

Improvements to the Services

If you share ideas or suggestions with us regarding how to improve or modify our Services, then we may use all of the same without your consent, without providing notice to you, and without providing compensation to you.

Compliance with Legal Process

We may use and share your Personal Data as follows: (a) to comply with court orders, valid discovery requests, valid subpoenas, and other appropriate legal mechanisms; (b) to respond to lawful requests by public authorities, including to meet national security or law enforcement requirements; (c) to prosecute and defend a court, arbitration, or similar legal proceeding; (d) with our representatives and advisors, including attorneys and accountants; and/or (e) if we have a good faith belief that disclosure is necessary to enforce this Privacy Policy, our Customer Terms of Service, our User Terms of Service, or to investigate or prevent illegal or immoral actions.

Aggregated Data

We may aggregate your Personal Data with information we have about other users, individuals, and business, for the purpose of converting your Personal Data into Anonymous Data. Once converted, we may use that information as provided in this Privacy Policy.

Your Choices Regarding Your Data

Account Settings

Some of the information you provide to us may be changed or deleted by you in your account settings. However, even if you change or delete that information, we may retain previous versions of the information for a reasonable period of time in order to continue providing the Services.

Cookies & Tracking Data

You may restrict our ability to use cookies and certain other types of data files by adjusting the settings on your device or browser.

Social Media Account Information

The only way for you to control what information is shared with us from your third-party social media platforms is to adjust your settings in that platform. We disclaim all liability resulting from the platform's unauthorized disclosure to us of any information which you had requested the platform not share with us.

Deleting Your Data

You may request that we delete your Personal Data from the Services, but we do not have any obligation to honor that request. Also, please note that other users of the Services may be able to access or view your Personal Data to the extent that you shared it with those other users.

Rights Under the European Union's General Data Protection Regulation (GDPR)

If you are a "Data Subject" under the GDPR, then in addition to the rights outlined elsewhere in this Privacy Policy, you have the rights outlined in this section. If you have questions about any of these rights or if you would like to exercise any of these rights, please contact us at info@barhamhouse.com. Also, please note that certain portions of the Services will not work for you unless you provide us with your Personal Data.

- You have the right to be informed about what data we collect and how we use it.
- You have the right to request access to your Personal Data.
- You have the right to have us rectify your Personal Data if it is inaccurate or incomplete.
- You have the right to have us erase, remove, or delete, your Personal Data.
- You have the right to restrict our processing of your Personal Data as provided in the GDPR.
- You have the right to data portability with respect to your Personal Data.
- You have the right to object to certain uses of your Personal Data as provided in the GDPR.
- You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the GDPR.
- To the extent you provided consent to our processing of your Personal Data, you have the right to withdraw that consent at any time. However, such withdrawal will not be effective with respect to lawful processing based upon consent that occurred prior to your withdrawal. (We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.)
- We will only retain your Personal Data for as long as necessary for the purposes outlined in this Privacy Policy and our Terms of Use.

SECURITY

We will use commercially reasonable efforts to protect your information, especially your personally identifiable information and payment information.

POWER TO AMEND THIS PRIVACY POLICY

We may amend this Privacy Policy at any time by providing advance notice to you on the Website, through the Services, or through another communication channel. Your continued use after we provide the notice constitutes your consent to the amendment(s).