

# Abridged Web Services LLC

## Privacy Policy

Version A2

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Abridged Web Services LLC ("Abridged Web Services," "AWS," "we," "us," or "our") respects your privacy and is committed to protecting personal information handled through our website, communications, and services. This Privacy Policy explains how we collect, use, disclose, store, and protect information when you visit our website, contact us, request information, purchase services, or otherwise interact with us.

This Privacy Policy applies to our website, our digital services, and our related business operations, including web development, website consulting, managed hosting and maintenance, and privacy-support services such as personal information monitoring and delisting coordination.

By accessing or using our website or services, you agree to the practices described in this Privacy Policy.

### 1. SCOPE

This Privacy Policy applies to personal information we collect:

- on our website and landing pages;
- through contact forms, quote requests, consultations, emails, calls, texts, and other communications;
- during client onboarding, billing, account management, support, and service delivery;
- through hosting, maintenance, monitoring, security, and support activities;
- in connection with privacy-support and delisting services; and
- from publicly available sources when necessary to provide requested services.

### 2. INFORMATION WE COLLECT

We may collect the following categories of information:

#### A. Information You Provide Directly

We may collect information you provide to us, including:

- name;
- business name;
- job title;
- email address;
- phone number;
- billing address;
- business address;
- account, project, and communication details;
- information about your website, systems, goals, and service needs; and
- any other information you choose to provide.

#### B. Website Usage and Device Information

When you visit our website, we or our service providers may automatically collect:

- IP address;
- browser type and version;
- device identifiers and device type;
- operating system;
- referring URLs and pages viewed;
- dates, times, and duration of visits;
- clickstream and interaction data;
- approximate geolocation derived from IP address; and
- diagnostic, performance, and security log data.

#### C. Information Related to Client Services

If you become a client, we may collect information necessary to provide and support services, including:

- domain, DNS, SSL, and registrar information;
- website content, media, and files;
- CMS, plugin, theme, and software configuration details;
- hosting, uptime, performance, and error data;
- backup, security, and maintenance records;
- user account and access details;
- support requests and implementation history; and
- payment status and transaction-related records.

#### D. Information Related to Privacy-Support and Delisting Services

If you use our privacy-support or delisting services, we may collect information reasonably necessary to locate exposed public listings and coordinate removal or suppression requests, including:

- full name and aliases;
- current and former addresses;
- phone numbers;
- email addresses;
- age range or date of birth, where reasonably necessary;
- links to public profiles, search results, or directory pages;
- identity verification information where required by a third party; and
- other information reasonably required to complete opt-out, suppression, or delisting workflows.

We collect only the information we reasonably believe is necessary for the service requested.

### 3. HOW WE COLLECT INFORMATION

**We collect information:**

- directly from you;
- from forms, questionnaires, and account onboarding materials;
- through emails, calls, texts, chats, and consultations;
- automatically through cookies, analytics, logs, and similar technologies;
- from third-party vendors and processors supporting our operations; and
- from publicly available sources when needed to provide privacy-support or delisting services.

### 4. HOW WE USE INFORMATION

**We may use personal information to:**

- respond to inquiries, provide quotes, and schedule consultations;
- provide, operate, maintain, and improve our website and services;
- build, launch, host, secure, maintain, and support websites;
- monitor uptime, performance, backups, updates, and security;
- process payments and maintain transaction records;
- detect, prevent, and investigate fraud, abuse, unauthorized activity, or security incidents;
- communicate with clients about projects, support, billing, and service changes;
- verify identity where reasonably necessary for billing, support, or delisting-related requests;
- identify public-facing personal information and coordinate opt-out, suppression, or delisting requests;
- maintain internal business records and perform analytics;
- enforce our agreements, policies, and service terms;
- comply with legal obligations; and
- protect our rights, systems, users, reputation, and legitimate business interests.

We may also use aggregated, anonymized, or de-identified information for internal analytics, service development, security review, and operational improvement.

## 5. COOKIES, ANALYTICS, AND SIMILAR TECHNOLOGIES

Our website may use cookies, pixels, scripts, tags, session tools, analytics tools, and similar technologies to:

- keep the website functioning properly;
- understand website traffic and user behavior;
- improve usability and performance;
- support lead capture, diagnostics, and security;
- measure campaign and marketing effectiveness; and
- support fraud prevention and abuse detection.

You may be able to limit cookies through your browser settings. Disabling certain technologies may affect website functionality.

## 6. PAYMENT INFORMATION

If you purchase services from us, your payment information may be processed by Stripe or another authorized third-party payment processor on our behalf. We may receive limited transaction details such as payment status, billing contact information, partial payment method details, invoice data, and related records needed for invoicing, bookkeeping, fraud prevention, and customer support. We generally do not receive or store full payment card numbers on our own systems unless expressly stated otherwise in a separate written agreement.

## 7. HOW WE SHARE INFORMATION

We do not sell personal information for money. We may disclose personal information only as reasonably necessary in the following circumstances:

### A. Service Providers and Vendors

We may share information with service providers, contractors, and vendors that help us operate our website, provide web development, process payments, deliver hosting or maintenance, support communications, provide analytics, or carry out privacy-support or delisting services.

### B. Payment Processing

We may disclose relevant payment and transaction information to Stripe and other authorized payment processors so they can process payments, prevent fraud, support compliance, and provide related payment services.

#### C. Delisting and Privacy-Support Activity

If you request privacy-support or delisting services, we may use and disclose relevant information to people-search sites, directory operators, data brokers, suppression portals, verification services, and similar third parties to locate, verify, submit, support, and monitor removal or opt-out requests.

#### D. Legal, Compliance, and Protection Purposes

We may disclose information where we believe in good faith that disclosure is necessary to comply with law, regulation, legal process, subpoena, court order, or government request, or to protect rights, safety, property, systems, users, or our business interests.

#### E. Business Transfers

If all or part of our business is sold, merged, reorganized, financed, or otherwise transferred, information may be disclosed or transferred as part of that transaction, subject to applicable law.

#### F. With Your Direction or Consent

We may disclose information when you instruct us to do so or otherwise consent.

### **8. MANAGED HOSTING, MAINTENANCE, AND SECURITY SERVICES**

As part of our managed hosting, maintenance, and website support services, we may collect and process technical and operational information reasonably necessary to keep client websites available, secure, updated, and functional. This may include server and application logs, uptime records, maintenance logs, error reports, software version data, access records, backup status information, and related technical diagnostics.

We use this information to provide support, maintain service continuity, troubleshoot issues, monitor performance, apply updates, improve reliability, and address security concerns.

Managed hosting and maintenance services are provided on a commercially reasonable efforts basis. While we work to support stability, uptime, performance, and security, we do not

guarantee uninterrupted availability, error-free operation, absolute compatibility, or absolute protection from downtime, cyber events, software conflicts, domain or DNS failures, force majeure events, or other issues beyond our reasonable control.

Where we rely on third-party infrastructure, data centers, registrars, payment processors, monitoring tools, software, plugins, or vendors, their independent acts, failures, delays, limitations, or policy changes may affect service outcomes. To the fullest extent permitted by law, Abridged Web Services disclaims liability for service interruptions, data loss, corruption, delays, or security incidents caused in whole or in part by third-party systems, client-controlled systems, preexisting vulnerabilities, or events outside our reasonable control.

## 9. PRIVACY-SUPPORT AND DELISTING SERVICES

Our privacy-support services are designed to help identify publicly available personal information and coordinate opt-out, suppression, removal, or delisting requests with supported people-search sites, public directories, data brokers, and similar third-party sources.

By purchasing or using these services, you acknowledge and agree that:

- these services are provided on a commercially reasonable efforts basis;
- results depend in part on the policies, procedures, response times, technical systems, and cooperation of independent third parties not owned or controlled by Abridged Web Services;
- we do not guarantee that all personal information will be identified, removed, suppressed, prevented from reappearing, or kept offline permanently;
- some directories, data brokers, and websites may deny, delay, limit, reverse, or ignore requests;
- information may reappear due to republication, source-data refreshes, scraping, public record updates, third-party aggregation, or other events outside our control; and
- the number and identity of supported directories, brokers, and sources may change over time as vendors, platforms, and data ecosystems change.

Our role is to coordinate and support the removal process using tools, workflows, and vendors we select in our discretion. We do not own, publish, operate, or control third-party directories, broker networks, or search platforms, and we are not responsible for their acts, omissions, systems, policies, content, or technical limitations.

To the fullest extent permitted by law, Abridged Web Services disclaims liability for delayed results, incomplete removals, re-listings, verification failures, third-party denials, or continued exposure caused by sources, vendors, systems, or events outside our reasonable control.

## 10. DATA RETENTION

We retain personal information only for as long as reasonably necessary to:

- provide requested services;
- maintain business, technical, support, and billing records;
- comply with legal, tax, accounting, contractual, and regulatory obligations;
- resolve disputes;
- enforce agreements; and
- support legitimate business operations.

Retention periods vary depending on the type of information, the service involved, and legal or operational requirements.

## 11. DATA SECURITY

We use reasonable administrative, technical, and organizational safeguards designed to help protect personal information against unauthorized access, disclosure, alteration, or destruction. Our safeguards may include access controls, vendor management, password and authentication practices, software updates, backups, logging, and other security-related measures we consider appropriate for our business.

However, no website, hosting environment, payment channel, transmission method, cloud platform, directory, or storage system can be guaranteed completely secure. Security measures reduce risk; they do not eliminate risk. Accordingly, we do not guarantee absolute security.

## 12. YOUR PRIVACY CHOICES AND RIGHTS

Depending on applicable law and your place of residence, you may have the right to:

- request access to certain personal information we hold about you;
- request correction of inaccurate personal information;
- request deletion of certain personal information;
- request information about how your data is collected, used, or disclosed;
- opt out of certain uses of personal information where required by law; and
- appeal the denial of certain privacy requests where such rights are provided by law.

To exercise a request, please contact us using the contact information in Section 18. We may need to verify your identity before completing certain requests. We may deny or limit requests

where permitted by law, including where an exception applies or where we cannot reasonably verify the request.

### **13. DO NOT TRACK**

Some web browsers offer a "Do Not Track" setting. Because there is not yet a universally accepted standard for responding to such signals, our website may not respond to every Do Not Track signal or browser-based mechanism except where required by applicable law.

### **14. CHILDREN'S PRIVACY**

Our website and services are not directed to children under 13, and we do not knowingly collect personal information from children under 13 without legally sufficient authorization. If you believe a child has provided us personal information improperly, please contact us so we can review and take appropriate action.

### **15. THIRD-PARTY WEBSITES AND SERVICES**

Our website or communications may contain links to third-party websites, products, tools, or services. We are not responsible for the privacy, content, or security practices of third parties. Your interactions with third-party sites and services are governed by their own terms and privacy policies.

### **16. INTERNATIONAL ACCESS AND TRANSFERS**

Our business is operated from the United States, but our website and services may be accessed from other countries. If you access our website or provide information from outside the United States, you understand that your information may be transferred to, stored in, processed in, and accessed from the United States or other jurisdictions where privacy laws may differ from those of your location.

### **17. CALIFORNIA PRIVACY NOTICE**

This California Privacy Notice applies solely to California residents and supplements the rest of this Privacy Policy. If there is a conflict between this Section and another part of this Privacy Policy, this Section controls for California residents to the extent required by law.

#### **A. California Rights**

Subject to legal limitations and verification, California residents may have the right to:

- know the categories of personal information we collected about them;
- know the specific pieces of personal information we collected about them;
- know the categories of sources from which personal information was collected;
- know the business or commercial purposes for collecting, selling, or sharing personal information;
- know the categories of third parties to whom personal information was disclosed;
- request deletion of personal information;
- request correction of inaccurate personal information;
- opt out of the sale or sharing of personal information, if applicable; and
- not receive discriminatory treatment for exercising privacy rights.

## B. Categories of Personal Information We May Collect

**Depending on how you interact with us, we may collect:**

- identifiers, such as name, email, phone number, IP address, business name, billing details, and online identifiers;
- customer records information, such as contact and billing information;
- internet or electronic network activity information, such as browsing activity, device data, logs, and usage information;
- commercial information, such as records of services requested, purchased, or considered;
- professional or employment-related information, where provided in connection with our services;
- approximate geolocation data derived from IP address;
- publicly available information used for privacy-support and delisting services; and
- other information you choose to provide.

## C. Sources of Personal Information

**We collect personal information:**

- directly from you;
- automatically from your device, browser, and use of our website;
- from vendors and processors acting on our behalf; and
- from publicly available sources when needed to provide privacy-support or delisting services.

## D. Purposes for Collection, Use, and Disclosure

We may collect, use, retain, and disclose personal information for the business and commercial purposes described in this Privacy Policy, including to provide services, process payments, manage accounts, secure and maintain websites, support delisting efforts, communicate with you, comply with law, and protect our business and users.

## E. Sale or Sharing

We do not sell personal information for money. We also do not knowingly share personal information for cross-context behavioral advertising as those terms are defined by California law, unless we later state otherwise in an updated notice.

#### F. Sensitive Personal Information

We do not use or disclose sensitive personal information for purposes requiring a separate right to limit use under California law, except as reasonably necessary to provide requested services, process transactions, verify identity, detect security incidents, comply with law, or perform other permitted business purposes.

#### G. Submitting California Requests

California privacy requests may be submitted using the contact methods listed in Section 18. We may need to verify your identity and, where applicable, the authority of an authorized agent before processing a request.

### 18. CONTACT US

If you have questions about this Privacy Policy or wish to submit a privacy-related request, contact us at:

Abridged Web Services LLC

Email: [info@abridgedweb.com](mailto:info@abridgedweb.com)

Phone: (859) 600-1224

Location: Milwaukee, Wisconsin, United States

### 19. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in law, our vendors, our services, our operational practices, or our technical environment. When we do, we will revise the "Last Updated" date above. Your continued use of our website or services after an updated version is posted means you accept the revised Privacy Policy to the extent permitted by law.

#### IMPORTANT NOTICE

This Privacy Policy is intended to describe our general privacy practices. It does not by itself create a contractual guarantee of specific outcomes, uptime, availability, data removal results,

or security performance. Any contractual rights, obligations, limits of liability, disclaimers, and service commitments between Abridged Web Services and a client are governed by the applicable proposal, service agreement, terms of service, maintenance plan, hosting agreement, or other written contract.

