

1. INTRODUCTION

This Privacy Policy is for AMC Consulting LLC (“we“, “us“, or “our”). When you interact with us, including but not limited to seeking employment or contracting with us, visiting our website www.alexcounts.com (the “Website“), using any of our services which includes subscribing to our mailings (collectively referred to as the “Services”), you are trusting us with your personal information. We take your privacy very seriously. In this Privacy Policy, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important.

This Privacy Policy applies to all information collected through our Services, including any related services, sales, marketing, or events that we host, co-host, or sponsor.

You understand that by interacting with us you may be sharing your personal information, and you are doing so at your own risk and own discretion. Despite our reasonable efforts there may still be unauthorized disclosure of your personal information. To the extent permitted by law, you agree to hold us harmless any damage that results from our unauthorized disclosure of your personal information, except in cases of our gross negligence or intentional disclosure of your personal information.

If there are any terms in this Privacy Policy that you do not agree with, please discontinue use of our Services immediately.

2. WHAT INFORMATION DO WE COLLECT?

The personal information that we collect depends on the context of your interactions with us, and the choices you make and the Services you use. The personal information we collect from you may include but is not limited to the following: names, phone numbers, email addresses, tax identification numbers, mailing addresses, contact preference, and Internet Protocol (IP) address(s) and other location data (“personal information”). We do not collect and process sensitive information such as biometrics or health data.

A. Personal information you disclose to us

We collect personal information that you voluntarily provide to us. This happens when you:

1. “subscribe” on the Website,
2. contact us via telephone, email, fax, or any other manner,
3. participate in activities or events hosted, co-hosted, or sponsored by us,
4. become an employee, contractor, or subcontractor, or
5. otherwise voluntarily provide personal information.

All personal information you provide to use must be true, complete, accurate, and you must notify us of any changes to such personal information.

B. Personal information collected from your use of the Website

Like many businesses, we also collect information through cookies and similar technologies on our Website. Some personal information, such as your IP address and/or browser and device characteristics is collected automatically when you visit our Website. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Website and other technical information. This information, when collected together, could possibly become personally identifiable information. This information is primarily needed to maintain the security and operation of our Website, and for our internal analytics, marketing, and reporting purposes.

The information we may collect automatically includes:

1. **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage and performance information our servers automatically collect when you access or use our Website and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type and settings and information about your activity in the Website (such as the date/time stamps associated with your usage, pages and files viewed, searches and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called ‘crash dumps’) and hardware settings).
2. **Device Data.** We may collect device data such as information about your computer, phone, tablet or other device you use to access the Website. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system and system configuration information.
3. **Location Data.** We may collect location data such as information about your device’s location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Website. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information by disabling your location setting on your device (this is specific to each user’s browser and not controlled by us). Note however, if you choose to opt out you may not be able to use certain aspects of the Services.

C. Our Website Uses Cookies

We may use cookies and similar technologies to recognize you when you visit our website. Cookies are small data files that are placed on your computer to device when you visit a website. Cookies are widely used by website owners and third-party web-building and hosting services (such as Squarespace, which is our web host for the Website). Cookies may identify you personally, or when combined with other information may lead to your personal identification. We may collect, use and share cookies for the following reasons:

1. **Technical reasons.** In order for the Website to operate, we collect “essential” or “strictly necessary” “functional” or “required” cookies. Functional cookies are always used, which allow Squarespace, our hosting platform, to securely serve this Website to you. A list of functional cookies can be found here: <https://support.squarespace.com/hc/en-us/articles/360001264507#toc-functional-and-required-cookies>. If you do not agree to functional cookies then you are not authorized to use the Website.
2. **Analytics and Performance Cookies.** We collect personal information so Squarespace can power our site analytics. This information may include details about your web browser, network, device, websites you visited, your IP address, and your use of this website, including clicks, internal links, pages visited, scrolling, searches, and timestamps.
3. **Marketing & Advertising reasons.** We collect information via cookies to better serve our clients. For example, we could collect information on where our website users are geographically located to ascertain where our Services are reaching, and where they are not, to better inform our marketing and advertising strategy.

You have the right to decide whether to accept or reject cookies non-required cookies. When you accept or decline our Website’s cookies, you won't see the cookie banner again for 30 days, unless you clear your cookies.

D. **Squarespace Collects Your Information.** In some instances, Squarespace collects your information independent of us based on your use of our Website. Per Squarespace’s terms, Squarespace collects personal information when you visit the Website, including: Information about your browser, network and device, Web pages you visited prior to coming to this website, Web pages you view while on this website, and your IP address. Squarespace needs the personal information to run our Website, and to protect and improve its platform and services. Squarespace analyzes the personal information in a de-personalized form. The Squarespace privacy policy can be found here: <https://www.squarespace.com/privacy/?ga=2.81320222.845274948.1647268548-1370464209.1647268452>.

3. HOW DO WE USE YOUR INFORMATION?

We use personal information for a variety of business purposes described below:

- A. **To manage user accounts.** We may use your information for the purposes of managing your account with us, and keeping it in working order.
- B. **To request feedback.** We may use your information to request feedback and to contact you about your use of our Services.
- C. **To post testimonials.** We may post testimonials on our Website that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and the content of the testimonial. If you wish to update, or delete your testimonial, please contact us at and be sure to include your name and contact information.
- D. **To protect our Services.** We may use your personal information as part of our efforts to keep our Services safe and secure (for example, for fraud or money laundering monitoring and prevention).
- E. **To enforce our terms, conditions, and policies** for business purposes, to comply with legal and regulatory requirements or in connection with a contract.
- F. **To respond to legal requests and prevent harm.** If we receive a subpoena or other legal request, we may need to inspect the personal information we hold to determine how to respond.

- G. **To deliver and facilitate delivery of services to the user.** We may use your information to provide you with a requested Service or requested information.
- H. **To respond to user inquiries/offer support.** We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our Services.
- I. **To administer prize draws and competitions.** We may use your information to administer prize draws and competitions when you elect to participate in our competitions.
- J. **To send you marketing and promotional communications.** We and/or our third-party marketing partners may use the personal information you send to us for our marketing purposes. For example, when expressing an interest in obtaining information about us or our Services, subscribing to marketing or otherwise contacting us, we will collect personal information from you and send you marketing, educational, and promotional communications.
- K. **To send administrative information to you.** We may use your personal information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.
- L. **To deliver targeted advertising to you.** We may use your information to develop and display personalized content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness.
- M. **For other business purposes.** We may use your information for other business purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Website, Services, products, marketing and your experience. We may use and store this information in aggregated and anonymized form so that it is not associated with individual end users and does not include personal information. We will not use identifiable personal information without your consent.
- N. **Employment or contracting purposes.** We will use your personal information provided to us or available via third party sources such as government agencies to provide employer or contractor related Services.

4. LEGAL BASIS FOR OBTAINING YOUR INFORMATION

We only collect and process your personal information when we believe it is necessary and we have a valid legal reason (“legal basis”) for doing so under applicable law. Legal basis for processing could include:

- A. **Consent.** We may process your information where you have given us permission to use your personal information for a purpose. You can withdraw consent by contacting alexcounts09@gmail.com, however, by doing so you may no longer be eligible to receive Services or use the Website.
- B. **Performance of a Contract.** We may process your information where we believe it is necessary to fulfill our obligations under a contract with you.
- C. **Legitimate Interests.** We may process your information where we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may use your information to send you information about new services we are offering, develop targeted advertising by region, analyze your personal information along with other information so we can improve our services.
- D. **Legal Obligations.** We may process your information where we believe it is necessary to comply with our legal obligations such as cooperation with law enforcement or regulatory agency, or exercise or defend your rights

- E. **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party.

5. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

Yes, but we only share your personal information based on at least one of the legal bases established in Section 3. We may share your personal information with:

- A. **Vendors, Consultants and Other Third-Party Service Providers.** We may share your personal information with third-party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: cloud computing services, data storage providers, payment processors, government entities, payroll processing, data analysis, email delivery, hosting services [Squarespace, Google Fonts], customer service and marketing vendors, subcontractors. We may allow selected third parties to use tracking technology on the Website, which will enable them to collect data on our behalf about how you interact with our Website over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, pages or features, and better understand online activity.
- B. **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions, or to provide you access to our business partners.
- C. **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- D. **Affiliates.** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy 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.
- E. **Government.** We may share your personal information when required by government entities.

In some instances, we are required to share the personal information collected via cookies on our Website with Squarespace. The Squarespace cookie policy can be found here: https://www.squarespace.com/cookie-policy/?_ga=2.99848414.1171085975.1647268493-1370464209.1647268452. Other articles on how Squarespace uses cookies are here: <https://support.squarespace.com/hc/en-us/articles/360001264507#toc-check-your-cookies> and <https://support.squarespace.com/hc/en-us/articles/360001264507>.

Unless described in this Policy or in a consent form, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes. We strive to have contracts in place with our data processors, which are designed to help safeguard your personal information.

6. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). We may delete your personal information at any time at our sole discretion.

7. HOW DO WE KEEP YOUR INFORMATION SAFE?

We rely on third party commercially available vendor software to ensure your personal information stays safe. Such vendors include but are not limited to Squarespace and Google. We also take precautions when sending personal information, such as using a two-step authentication process.

Despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Website is at your own risk. You should only access the Website within a secure environment.

8. IS YOUR INFORMATION TRANSFERRED INTERNATIONALLY?

Possibly. We are based in the United States and our servers are located in the United States. In order to provide our Services to you, please be aware that your information may be transferred to, stored, and processed in other countries. If you are located in the European Economic Area (EEA) or United Kingdom (UK), then other countries may not necessarily have data protection laws or other similar laws as comprehensive as those in your country. However, will we use appropriate safeguards, such as sending personal information with a two-step verification system, and under a valid contract with the recipient, if we transfer your information, to help ensure your personal information remains protected and to comply with applicable data protection laws.

9. DO WE COLLECT PERSONAL INFORMATION FROM MINORS?

No, unless we have valid consent from the minor's parent or guardian. Our Website shall not be used by minors without a parent or guardian present. We do not knowingly solicit personal information from or market to children under 18 years of age.

10. HOW DO I REVIEW, UPDATE, OR DELETE MY PERSONAL INFORMATION, OR REVOKE CONSENT TO PROCESS MY PERSONAL INFORMATION?

To request access to the personal information we collect from you, to change or update that information, to delete that information, or to revoke consent to our collection or processing of such information, you may send an email to alexcounts09@gmail.com containing your name and where needed IP address. We may not be able to fulfill your request without provision of required personal information. Additionally, we may not be able to provide Services to you based on the scope of your request. Such request will be deemed to be your resignation or termination of rights you may have held, or any obligations we may have had, pursuant to written agreement with us (e.g. requesting we not hold, process, or share your social security number will render us unable to serve as your employer).

We do not discriminate against anyone wishing to exercise their rights under this Privacy Policy or any applicable law.

11. DO I HAVE ADDITIONAL RIGHTS AS A CANADIAN, CALIFORNIAN, OR EUROPEAN RESIDENT?

Yes. In some regions you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability.

In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the contact details provided on the Website or send an email to alexcounts09@gmail.com. We will consider and act upon any request in accordance with applicable data protection laws.

12. WHAT ABOUT UNAUTHORIZED DISCLOSURES?

We will contact you (where possible) in the event of our unauthorized disclosure of your personal information. We will provide such notice (where possible) within a reasonable time based on when we become aware of the issue.

13. DO WE MAKE UPDATES TO THIS PRIVACY POLICY?

Yes. We may update this Privacy Policy from time to time. The updated version will be indicated by an updated effective date and the updated version will be effective as soon as it is accessible. If we make material changes to this Privacy Policy, we may notify you either by prominently posting a new Privacy Policy or by directly sending you a notification. We encourage you to review this Privacy Policy frequently to be informed of how we are protecting your information.

14. HOW CAN YOU CONTACT US ABOUT THIS PRIVACY POLICY?

For contact information you can visit our Website or send an email to alexcounts09@gmail.com