
PRIVACY POLICY

Porch & Bloom, LLC (referred to as "we," "us," or "our") operates the website [www.porchbloomatl.com] (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of Personal Information when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy.

Last Updated: [October 12, 2025]

1. Information We Collect

We collect several different types of information for various purposes to provide and improve our Service to you.

A. Personal Data (Data You Provide)

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Name (First and Last)
- Email address
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Payment details (processed by a third-party payment processor)
- User-generated content (comments, reviews, forum posts)

B. Usage Data (Automatically Collected)

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device ("Usage Data").

This Usage Data may include information such as your computer's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.¹

C. Tracking & Cookies Data²

We use cookies and similar tracking technologies to track the activity on our Service and hold certain (2) information.

- **Cookies:** Small files placed on your device. We use these for essential functionality, preference saving, and analysis.
- **Web Beacons/Pixels:** Electronic files used to count users who have visited those pages and for other related website statistics (e.g., recording the popularity of certain content).

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

2. How We Use Data

Porch & Bloom uses the collected data for various purposes, which are determined by the **Legal Basis for Processing** (where applicable, e.g., under GDPR):

Purpose of Use	Legal Basis for Processing (e.g., GDPR)
To Provide and Maintain the Service (e.g., website function, account access)	Contract Performance / Legitimate Interest
To Process Transactions (e.g., orders, payments)	Contract Performance / Legal Obligation
To Notify You About Changes to our Service	Legitimate Interest
To Provide Customer Support	Contract Performance / Legitimate Interest
To Send Marketing/Promotional Communications	Consent (Opt-in Required)

To Monitor Service Usage and technical errors	Legitimate Interest
To Detect, Prevent, and Address Technical Issues and Fraud	Legitimate Interest / Legal Obligation

3. Disclosure of Data

We may share your personal information in the following situations:

- **With Service Providers:** We may employ third-party companies and individuals to facilitate our Service ("Service Providers"), such as hosting companies, payment processors, and email providers. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- **For Legal Compliance:** If required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).⁴
- **Business Transfers:** In connection with any merger, sale of company assets, financing, or acquisition of all or a portion (5) of our business by another company.

4. Security of Data and Retention

Security

The security of your data is important to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Data Retention

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

5. Your Data Protection Rights

Depending on your location, you may have the following data protection rights:

Right	Description	Applicable Laws (e.g.)
Right to Access	The right to request copies of your Personal Data.	GDPR, CCPA, others
Right to Rectification	The right to request that we correct any information you believe is inaccurate or incomplete.	GDPR, others
Right to Erasure	The right to request that we erase your Personal Data, under certain conditions.	GDPR, CCPA, others
Right to Object/Opt-Out	The right to object to our processing of your Personal Data, including for direct marketing.	GDPR, CCPA (Do Not Sell)
Right to Restriction	The right to request that we restrict the processing of your Personal Data, under certain conditions.	GDPR, others
Right to Data Portability	The right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.	GDPR, others

To exercise any of these rights, please contact us using the contact details provided in Section 7. We will respond to your request within the timeframe required by law.

6. Children's Privacy

Our Service is not intended for use by anyone under the age of 13 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

7. Contact Us

If you have any questions about this Privacy Policy, please contact us:

- **By email:** [info@porchbloomatl.com]
- **By mail:** [Porch & Bloom Atlanta, 2798 Bolero Lane, Atlanta, GA 30341]
- **Privacy Request Contact Form:** <https://www.wixforms.com/f/7383181550709376009>