**Background on Your Website Privacy Policy**

A privacy policy is one of the most important documents on any website. It details the who, what, when, where and why you are collecting information on people visiting your website – and it is a legal document between you and them.

**But really, do I need one?**Yes. Federal, state and international law requires you to notify your website users about how, when and why you are collecting their information and what you are going to do with it. The law also requires you to inform your users if their information is somehow hacked, leaked or stolen from your systems. If you don’t have one, you are subject to hefty fines. In California alone, the fine is $2500 each time someone visits your site without one.

**What type of information does the privacy policy apply to?**

A privacy policy applies to information you collect that is personal to your website visitors. This is name, address, telephone number, email, bank or credit card information, social security or driver’s license numbers and the like. This is called Personally Identifiable Information.

So for example if you collect email addresses from people for a free download, or to sign up for your email list – this is Personally Identifiable Information to which your privacy policy would apply.

**Can’t I just copy someone else’s privacy policy?**

No. First, that is copyright infringement (copying someone else’s work without their permission). Second, you need to ensure your privacy policy aligns with how you collect use the personal information of your website visitors in order to comply with privacy laws. If you copy someone else’s, this may not be accurate, defeating the purpose of the privacy policy all together.

**Where does the privacy policy need to be posted?**

On every page of your website, in an easy to find location. Typically, you’ll see a privacy policy in the footer of a website. In addition to being easy to find, it also needs to be easy to read and understand.

**How do I use the Website Privacy Policy below?**

Simply read through it. Where something does not align with your current or planned practices, delete it, change it, or make additions to it. Replace all of the yellow highlights with the appropriate information.

Remember, the purpose is to be really clear with the who, what, when, where, and why you collect information on your website visitors. The draft below provides a solid outline for this, but it will likely need some edits from you based on your current practices. Once it reflects your practices, put it on all of the pages of your website with a link in the footer.

Website Privacy Policy

Last modified: [5/20/2025]

1. Introduction

At MT633 LLC ("Company" or "We"), we are so happy you visited our site today. It is our hope you have a wonderful experience here. We want you to know that we respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website [kingdomfirst.bennyperez.com] (our "Website") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

1. **Agreement to our Privacy Policy**

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

1. **This policy applies to information we collect:**
* On this Website.
* In email, text, and other electronic messages between you and this Website.
* Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
* When you interact with our advertising on third-party websites and services, if those applications or advertising include links to this website.
* Through data collection technologies.
1. **This policy does not apply to information we collect:**

Offline, through our affiliates, or through any other means.

1. Children Under the Age of 18

Our Website is not intended for children under 18 years of age. No one under the age of 18 may provide any personal information on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information.

1. What types of information do we collect?

We collect several types of information from and about users of our Website, including information:

* By which you may be personally identified, such as name, address, e-mail address, telephone number, bank account, credit card numbers.
* That is about you but individually does not identify you, such as traffic data, location data, logs, IP Address, operating system, and other communication data and the resources that you access and use on the Website.
1. **How do we collect this information?**
* Directly from you when you provide it to us.
* Automatically as you navigate through the site (e.g., cookies, IP Address, etc.).
* From third parties, for example, our business partners.

1. Information You Provide to Us

The information we collect on or through our Website may include:

* Information that you provide by filling in forms on our Website.
* Records and copies of your correspondence (including email addresses) if you contact us.
* Details of transactions you carry out through our Website and of the fulfillment of your orders.
* Through user contributions, where you post comments directly on our Website. Note, user contributions are posted at your own risk.
1. How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

* To present our Website and its contents to you.
* To provide you with information, products, or services that you request from us.
* To fulfill any other purpose for which you provide it.
* To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
* To notify you about changes to our Website or any products or services we offer or provide though it.
* In any other way we may describe when you provide the information.
* For any other purpose with your consent.
1. Disclosure of Your Information

We may disclose aggregated information about our users without restriction. We may disclose personal information that we collect or you provide as described in this privacy policy:

* To our subsidiaries and affiliates.
* To contractors, service providers, and other third parties we use to support our business.
* For any other purpose disclosed by us when you provide the information.
* To comply with any law, or legal process
* If we believe disclosure is necessary to protect the rights, property, or safety of our Company, our customers, or others.
* To enforce or apply our terms of use kingdomfirst.bennyperez.com/purchasepolicy, kingdomfirst.bennyperez.com/terms, kingdomfirst.bennyperez.com/refund and other agreements, including for billing and collection purposes.
1. Accessing and Correcting Your Information

You may send us an email at info@bennyperez.com to request access to, correct or delete any personal information that you have provided to us.

1. Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls or stored on cloud-based technologies and software. Any payment transactions will be encrypted.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

1. Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

1. Contact Information

To ask questions or make comments about this privacy policy and our privacy practices, or to register a concern, contact us at: info@bennyperez.com