

Last Goodbye Letters is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, share, and protect your information, as well as your rights under applicable privacy laws, including the Arizona Privacy Protection Act (APPA) of 2025.

1. Information We Collect

We may collect the following types of information when you visit our website, register for our services, or contact us:

a. Personal Information

This includes information that identifies you, such as:

- Full name
- Email address
- Phone number
- Mailing address
- Payment information (if ever applicable)

b. Non-Personal Information

This includes data that does not directly identify you, such as:

- IP address
- Browser type and version
- Device information
- Referring website
- Pages visited and interaction data (e.g., time spent on pages)

c. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience and analyze website traffic. You can control cookies through your browser settings.

2. How We Use Your Information

We may use your information to:

- Provide Services: Deliver and manage the services you request.
- Communicate: Send updates, newsletters, or respond to your inquiries.
- Improve Our Website: Understand user behavior to improve functionality and content.
- Ensure Security: Protect our website and users from fraud, security breaches, or abuse.
- Comply with Legal Requirements: Fulfill our legal and regulatory obligations.

We will not use your personal information for any purposes other than those described without obtaining your consent.

3. How We Share Your Information

We do not sell your personal information. However, we may share your information under the following circumstances:

- **With Service Providers:** Third-party vendors who help us provide services (e.g., payment processors, email service providers, web hosting). These providers are obligated to protect your data and use it only for the services they provide to us.
- **For Legal Compliance:** If required by law, we may share your information with government authorities or in response to legal proceedings (e.g., subpoenas, court orders).
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new entity.

4. Your Rights and Choices

Under the Arizona Privacy Protection Act (APPA) and other applicable laws, you have the following rights regarding your personal information:

1. **Access:** Request a copy of the personal information we have about you.
2. **Correction:** Request corrections to inaccurate or incomplete information.
3. **Deletion:** Request that we delete your personal information, subject to legal limitations.
4. **Opt-Out of Data Sharing:** Request that we do not share your personal information with third parties (excluding essential service providers).
5. **Portability:** Request to receive your data in a portable format where applicable.

How to Exercise Your Rights

To exercise any of these rights, please contact us at:

Email: Info@LastGoodbyeLetters.com

Phone: 602.284.2515

Mail: 4521 E Ford Ave, Gilbert, AZ 85234 USA

We will respond to your request within 45 days as required by law. Verification of your identity may be required to protect your privacy.

5. Data Security

We use industry-standard security measures to protect your information from unauthorized access, alteration, disclosure, or destruction. However, no method of data transmission or storage is 100% secure. We encourage you to protect your login credentials and notify us of any suspicious activity.

6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this policy or to comply with legal obligations. When we no longer need your information, we securely delete or anonymize it.

7. Children's Privacy

Our services are not intended for children under 13. We do not knowingly collect personal information from children. If you believe we have collected information from a child, please contact us immediately, and we will take appropriate steps to delete it.

8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their privacy practices. We encourage you to review the privacy policies of any external sites you visit.

9. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in laws or our practices. We will post any updates on this page with the revised "Version Date." We encourage you to review this policy regularly.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

Email: Info@LastGoodbyeLetters.com

Phone: 602.284.2515

Mail: 4521 E Ford Ave, Gilbert, AZ 85234 USA
