

Vertical Creative Studios — Privacy Policy

Last Updated: January 2025

Vertical Creative Studios (“Vertical Creative Studios,” “we,” “our,” or “us”) is committed to protecting your privacy and being transparent about how we collect, use, and handle your personal information. This Privacy Policy describes what information we collect when you use our website, how we use it, with whom we share it (if anyone), and your rights under applicable U.S. and California law.

This Policy applies to <https://verticalcreativestudios.com/> (the “Website”) and any services linked to it. By accessing or using the Website, you agree to this Privacy Policy.

1. Information We Collect

We collect information in the following ways:

A. Information You Provide

If you submit inquiries, reservations requests, feedback, or other messages through the Website (e.g., via contact or booking forms), we may collect:

- Name (if provided)
- Email address
- Phone number (if provided)
- Any content of your message or request

This information is used strictly to respond to and process your request — for example, to reply to your message, manage bookings or inquiries — and is **not** used for marketing, advertising, retargeting, or shared with third-party advertising partners, unless explicitly stated and with your consent.

B. Automatically Collected Information

When you visit or use the Website, we may automatically collect certain data, including:

- Browser type, device type, operating system
- Pages viewed and time spent on the Website
- Referring website or source (how you reached the site)

- General geographic information (city/region level)
- IP address (which may be anonymized/truncated where feasible)
- Clicks and navigation patterns

We collect this data using first-party cookies and analytics tools configured for basic use analytics only. We do **not** use tracking for targeted advertising, behavioral profiling, or cross-site tracking.

2. Use of Your Information

We use the collected information for the following purposes:

- To respond to your inquiries, booking requests, or other messages
- To manage reservations and customer communications
- To improve our Website — understand usage patterns, optimize site design and performance, fix errors or issues
- For security, fraud prevention, and website maintenance
- To comply with any applicable legal or regulatory obligations

We do **not** use your personal information for:

- Behavioral advertising or retargeting
 - Building user profiles for marketing
 - Sale or sharing of your personal information under definitions in privacy laws
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3. Sharing and Disclosure of Information

We share information only under the following circumstances:

A. Service Providers

We may share data with third-party service providers who help us operate the Website (e.g., hosting providers, security and maintenance services, analytics). These providers are restricted via contract from using your information for advertising, sale, or marketing beyond providing their services to us.

B. Legal Compliance

We may disclose information if required by law, regulation, legal process, or to protect rights, property, safety, or when required by public authorities.

C. Business Transfers

In the event of sale, merger, reorganization, or other business transactions involving Vertical Creative Studios, user information may be transferred under confidentiality and only for permitted purposes.

We do **not** sell or share personal information for advertising or marketing purposes.

4. Cookies and Tracking Technologies

We use minimal, first-party cookies strictly for:

- Basic site functionality
- Security and load/stability performance
- Aggregated usage analytics

We do **not** place third-party advertising cookies, behavioral tracking tools, or retargeting pixels.

If you prefer, you may disable cookies via your browser settings; doing so may limit certain site functions.

5. Data Retention

We keep personal information only as long as necessary to fulfill the purpose for which it was collected (e.g., respond to an inquiry or complete a booking) or as required by law. Once the data is no longer needed, we will delete or anonymize it, unless otherwise required to retain for legal compliance or legitimate business purposes.

6. Your Rights (U.S. & California Residents)

If you are located in California, under the **California Consumer Privacy Act (CCPA)** as amended by **CPRA**, you have the following rights:

- **Right to Know** — You can request details about what personal information we collect, the sources, business purposes, and any sharing.
- **Right to Delete** — You can request deletion of personal information we hold about you, subject to certain legal or legitimate exceptions.
- **Right to Correct** — You can ask us to correct inaccurate personal information.

- **Right to Opt Out of Sale/Sharing** — We do not sell or share personal data for advertising, but you retain the right to ask.
- **Right to Limit Use of Sensitive Personal Information** — We do not collect or use sensitive personal data for marketing or profiling.
- **Right to Non-Discrimination** — Exercising privacy rights will not affect your ability to use services or receive different treatment.

How to Exercise These Rights

You can submit a privacy request via:

- Email: marketing@hallequitiesgroup.com
- Phone: **925-933-4000**
- Mailing address: **Vertical Creative Studios, 150 North Wiget Lane Suite 250, Walnut Creek, CA 94598**

We will verify requests to protect your privacy, and may require reasonable information to confirm your identity before fulfilling requests (or authorized-agent requests).

7. Data Security

We implement reasonable administrative, technical, and physical measures to protect your personal information. These measures include secure servers, encrypted communications, access limitations, and regular security monitoring. However, no system is perfectly secure — we cannot guarantee absolute security.

By using the Website, you acknowledge and accept this inherent limitation.

8. Children's Privacy

The Website is **not directed to children under the age of 16**.

We do **not knowingly collect** personal information from children under 16.

If we become aware that we have collected such information without verified parental consent, we will delete it promptly.

If you believe a child under 16 has provided us information, please contact us so we can remove it.

9. Third-Party Links & Content

The Website may include links or references to third-party websites, services, or content. We are not responsible for the privacy practices, content, or policies of third parties. We encourage you to review the privacy and terms policies of any third-party site you visit.

10. Limitation of Liability

To the fullest extent permitted by law:

- Vertical Creative Studios, its officers, directors, employees, affiliates, and agents are **not liable** for any damages arising from unauthorized access, data loss, security breaches, or other issues beyond our reasonable control.
- While we strive to secure user data and maintain site integrity, we cannot guarantee absolute security or availability.
- You agree that your use of the Website — and any personal information you provide — is at your own risk.

Nothing in this section limits rights you may have under applicable privacy laws (e.g., CCPA/CPRA).

11. Changes to This Policy

We may update this Privacy Policy to reflect changes in our data practices, regulatory requirements, or website features.

When we make changes, we will revise the “Last Updated” date at the top.

Continued use of the Website after changes constitutes your acceptance of the updated policy.

12. Contact Information

For any questions or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Vertical Creative Studios

150 North Wiget Lane Suite 250, Walnut Creek 94598

Email: marketing@verticalcreativestudios.com

Phone: 925-933-4000