

## **PRIVACY POLICY:**

Welcome to weatherTAP! This Privacy Policy ("*Policy*") governs the collection, use, storage, and protection of personal information of individuals ("*you*" or "*users*") who access and use weatherTAP and its services. We are committed to maintaining the privacy and security of your personal data. By using weatherTAP, you expressly consent to the practices described in this Policy.

### **Information We Collect**

- A. **Information You Provide:** In the course of using our services, you may be required to provide certain personal information, including but not limited to your name, email address, location, payment details, and contact information. This information is necessary for the provision of our weather-related services and to facilitate communication with you.
  
- B. **Cookies and Similar Technologies:** We employ the use of cookies and similar technologies to enhance your browsing experience, personalize content, and analyze user interactions with weatherTAP. These technologies collect information about your device, IP address, browser type, and other technical details. For a comprehensive understanding of our use of cookies, please refer to our [\*\*Cookie Policy\*\*](#).

### **Use of Personal Information**

- A. **Service Provision:** We utilize the personal information we collect to deliver our weather-related services, including weather forecasts, updates, and related information.
  
- B. **Communication:** We may use your contact information to communicate with you regarding your subscription, service updates, announcements, and other pertinent information related to our services.
  
- C. **Personalization:** Your personal information allows us to personalize your experience on weatherTAP by providing tailored content, recommendations, and features that align with your preferences and usage patterns.
  
- D. **Legal Compliance:** We process personal information as necessary to comply with applicable laws, regulations, legal proceedings, or enforceable governmental requests.

### **Protection of Personal Information**

We employ appropriate technical and organizational measures to safeguard your personal information against unauthorized access, disclosure, alteration, or destruction. These measures include but are not limited to encryption, access controls, and regular security assessments. While we strive to maintain the security of your data, it is important to note that no method of transmission or storage over the internet can be guaranteed to be completely secure. Consequently, we cannot warrant the absolute security of your information.

## **Sharing of Personal Information**

- A. **Service Providers:** We may engage trusted third-party service providers to assist in the delivery of our services. These service providers are authorized to process your personal information solely for the purpose of providing the requested services to us and are bound by contractual obligations to maintain the confidentiality and security of your data.
- B. **Legal Requirements:** We may disclose your personal information if required to do so by law or in response to valid legal requests, such as court orders or subpoenas. We will carefully review such requests and ensure compliance with applicable legal obligations.
- C. **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred as part of the transaction. We will take appropriate measures to ensure the protection and confidentiality of your personal data during such transfers and will notify you of any material changes to the handling of your information.

## **Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law. We will securely delete or anonymize your personal information when it is no longer needed for the specified purposes. However, please note that we may retain certain information as required by law or for legitimate business purposes, such as resolving disputes, enforcing our agreements, and maintaining accurate financial records.

## **Your Rights**

- A. **Access and Rectification:** You have the right to access and update your personal information held by us. You may exercise this right by logging into your account or contacting us directly. We will promptly respond to your request and make reasonable efforts to ensure the accuracy and completeness of your personal information.
- B. **Data Requests:** You have the right to request what personal information we store by contacting our customer service by phone. Upon your request, we will provide you with the requested information.
- C. **Erasure and Restriction:** Subject to applicable legal requirements, you have the right to request the erasure or restriction of your personal information under certain circumstances. However, please note that we may retain certain information as required by law or for legitimate business purposes, such as resolving disputes, enforcing our agreements, and maintaining accurate financial records.

## **Updates to the Policy**

We reserve the right to update or modify this Policy at any time, and such changes will be effective immediately upon posting the revised version on weatherTAP. We encourage you to review this Policy periodically to stay informed of any updates. Your continued use of the

weatherTAP following the posting of changes to this Policy constitutes your acceptance of such changes.

### **Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us at (866) 469-9982 or [webmaster@weathertap.com](mailto:webmaster@weathertap.com). We will be pleased to address your inquiries in a timely and appropriate manner at our earliest convenience.

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