

# PRIVACY POLICY

**Effective Date:** October 11, 2024

M&S LAKE, LLC (“we,” “us,” or “our”) is committed to protecting the privacy of individuals who interact with us, including visitors to our website and users who engage with our Facebook lead ads. This Privacy Policy outlines how we collect, use, and protect your personal information when you engage with our services, including through Facebook lead ads.

## **1. Information We Collect.**

When you interact with us through our website, Facebook lead ads, or other means, we may collect the following types of personal information:

- **Contact Information:** This includes your name, email address, and any other details you provide in lead generation forms.
- **Demographic Information:** Such as age, gender, location, or other preferences.
- **Other Information You Choose to Provide:** Any additional information you voluntarily share, such as responses to custom questions in lead forms.

## **2. How We Use Your Information.**

We use the personal information collected for the following purposes:

- **To Provide Services or Information:** We use your contact information to send you the products, services, or information you request.
- **Marketing Communications:** With your consent, we may send you promotional offers, newsletters, or updates about our products and services. You can opt out of these communications at any time.
- **Compliance and Legal Obligations:** We may use your information to comply with applicable laws, regulations, and legal processes.

## **3. Data Sharing and Disclosure.**

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following circumstances:

- **Service Providers:** We may share your information with third-party vendors, contractors, or partners who help us provide our services (e.g., email marketing platforms, analytics services).
- **Legal Requirements:** We may disclose your personal information if required to do so by law or if we believe such action is necessary to comply with legal obligations, protect our rights, or enforce our policies.

#### **4. Data Retention.**

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, or as required by law.

#### **5. Your Rights and Choices.**

You have certain rights regarding your personal information, including:

- **Access:** You can request a copy of the personal information we hold about you.
- **Correction:** You can ask us to correct any inaccurate or incomplete personal information.
- **Deletion:** You can request the deletion of your personal information, subject to certain legal obligations.
- **Opt-Out of Marketing Communications:** You can opt out of receiving marketing communications at any time by following the unsubscribe instructions included in each communication or contacting us directly.

#### **6. Security.**

We take the security of your personal information seriously and use reasonable administrative, technical, and physical safeguards to protect it from unauthorized access, use, or disclosure.

#### **7. Third-Party Links.**

Our website or services may contain links to third-party websites, including Facebook. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any websites you visit.

#### **8. Changes to This Privacy Policy.**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

#### **9. Contact Us.**

If you have any questions about this Privacy Policy or your personal information, please contact us at:

M&S Lake, LLC  
[coachmichellelake@gmail.com](mailto:coachmichellelake@gmail.com)