

Privacy Policy

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This Privacy Policy (this "Policy") is issued by **Snaptera Texas, LLC**, a Texas limited liability company doing business as 154 Photography, with its principal place of business in McKinney, Collin County, Texas (the "Company"). This Policy governs the collection, use, disclosure, and protection of information in connection with: (a) the website located at 154photography.com (the "Site"); (b) the client portal located at portal.154photography.com (the "Portal"); and (c) the photography, videography, and related media services offered by the Company (the "Services"). "You" means any person who accesses the Site or the Portal or who books, receives, or is identified in connection with the Services.

1. Scope; Acceptance; Relationship to Other Documents

1.1 This Policy applies to information collected through the Site, the Portal, and the Services, however collected, including by telephone, email, and text message.

1.2 By accessing the Site or the Portal, or by booking or receiving the Services, you acknowledge this Policy. Use of the Site, the Portal, and the Services is further governed by the Company's Terms of Service; text messaging is further governed by the Company's Communication Policy (Document No. SNP-CMP r2). If this Policy conflicts with the Terms of Service as to a commercial term of an order, the Terms of Service control.

2. Information Collected

2.1 The Company collects the following categories of information ("Personal Information"):

(a) **Contact and billing information:** name, email address, telephone number, brokerage or company affiliation, and billing details;

(b) **Order and appointment information:** property address, access notes, service selections, scheduling details, and communications relating to an appointment;

(c) **Account and Portal information:** where you maintain a Portal account, login credentials, order history, delivery links, and hosted-media access logs;

(d) **Payment status information only:** payment method details are collected and processed by the Company's payment provider, not by the Company; the Company may receive limited payment status information, such as paid or unpaid status and the last four digits of a payment card;

(e) **Device and usage information:** IP address, browser type, device identifiers, pages viewed, and referral information, collected through cookies and similar technologies as described in Sections 6 and 7; and

(f) **Communications:** emails, text messages, calls, and other messages exchanged between you and the Company regarding the Services.

2.2 The Company collects Personal Information that you provide, Personal Information generated by your use of the Site or the Portal, and Personal Information necessary to provide the Services. The Company does not knowingly collect categories of Personal Information beyond those stated in Section 2.1.

3. Use of Personal Information

3.1 The Company uses Personal Information solely to operate its business and provide the Services, including to:

- (a) schedule, confirm, and manage appointments and deliverables;
- (b) provide support, respond to inquiries, and resolve issues;
- (c) send transactional communications relating only to a booked appointment, including confirmations, reminders, access coordination, delivery notices, invoices and receipts, and service support;
- (d) process payments and prevent fraud;
- (e) maintain, improve, and secure the Site, the Portal, and the Company's internal operations;
- (f) comply with legal obligations and enforce the Terms of Service and the Company's other agreements; and
- (g) communicate with you about the Company's own services as described in Section 4.

4. Electronic Communications; No Marketing

4.1 **THE COMPANY DOES NOT SEND MARKETING, PROMOTIONAL, OR SALES TEXT MESSAGES.** If you provide a telephone number in connection with the Services, the Company will text you only with messages directly related to the appointment or order you initiated.

4.2 You may revoke consent to appointment-related text messages at any time by replying STOP to any message, and may obtain assistance by replying HELP. Revocation of text message consent does not affect non-text communications necessary to complete or service an order, such as email delivery notifications or invoices.

4.3 Email communications ordinarily relate to your appointments, orders, and account. The Company may also send email regarding its own services, including occasional promotional email. Every promotional email will include a functioning unsubscribe mechanism, and the Company honors unsubscribe requests as required by the CAN-SPAM Act.

4.4 The Company's text messaging program is governed by the Communication Policy (Document No. SNP-CMP r2), available at 154photography.com/privacy, which is incorporated into this Policy by reference.

5. Disclosure of Personal Information

5.1 THE COMPANY DOES NOT SELL PERSONAL INFORMATION, INCLUDING CONTACT INFORMATION.

5.2 The Company discloses Personal Information only as needed to operate and deliver the Services, as follows:

(a) **Service providers.** To vendors that perform functions on the Company's behalf, including payment processing, scheduling and portal tools, hosting, SMS delivery, analytics, and IT or security services. Service providers are permitted to use Personal Information only to perform services for the Company;

(b) **Authorized parties.** To persons with whom you direct the Company to coordinate, such as a seller, occupant, or vendor, for purposes of property access or delivery of the Services;

(c) **Legal and safety.** Where disclosure is required by law, subpoena, or court order, or is reasonably necessary to protect rights, safety, or security, or to investigate fraud or misuse; and

(d) **Business transfers.** In connection with a merger, acquisition, reorganization, financing, or sale of all or substantially all of the Company's assets, to the acquirer or successor and its professional advisors, provided that the successor's use of Personal Information remains subject to a policy materially consistent with this Policy.

6. Cookies

6.1 The Site and the Portal use cookies and similar technologies to function, remember preferences, measure performance, and improve the user experience. You may control cookies through your browser settings; disabling cookies may impair functionality.

6.2 The Site and the Portal each present consent controls governing non-essential cookies and tracking technologies, as described in Section 7.

7. Analytics and Advertising

7.1 The Company uses third-party analytics and advertising measurement services, which may set cookies and collect usage data such as pages viewed, links clicked, and approximate location and device information, as follows:

(a) **Google Analytics** and **Google Ads** (Google LLC), for site analytics and advertising measurement, subject to Google's Privacy Policy at policies.google.com/privacy;

(b) **Microsoft Clarity** (Microsoft Corporation), for aggregated heatmaps and session replays used to improve usability, subject to the Microsoft Privacy Statement at privacy.microsoft.com. Session recordings exclude form input; text you type is masked;

(c) **Vercel Analytics** and **Speed Insights** (Vercel Inc.), for traffic and performance metrics; and

(d) **Advertising or conversion pixels** (such as Meta, LinkedIn, or X), where enabled, used only to measure advertising campaigns.

7.2 You may exercise the following controls, each of which the Company honors:

(a) managing cookies through your browser settings;

(b) opting out of Google Analytics through Google's opt-out browser add-on at tools.google.com/dlpage/gaoptout;

(c) using the privacy controls published at 154photography.com/privacy to enable or disable analytics or marketing tracking for your browser, which takes effect immediately; and

(d) enabling the Global Privacy Control (GPC) browser signal, described at globalprivacycontrol.org, which the Company honors as an opt-out of marketing tracking.

8. Spam Protection

8.1 The Company uses Cloudflare Turnstile to protect its forms, including the contact form, from spam and automated abuse. Turnstile may collect device and browser information to distinguish human visitors from automated agents. That processing is governed by Cloudflare's Privacy Policy at cloudflare.com/privacypolicy and the Turnstile Privacy Addendum at cloudflare.com/turnstile-privacy-policy.

9. Retention; Media Hosting

9.1 The Company retains Personal Information as needed to provide the Services, maintain records, resolve disputes, enforce agreements, and comply with legal obligations, and thereafter deletes or de-identifies it in the ordinary course.

9.2 **Media hosting.** The Company hosts delivered media indefinitely as a convenience; delivery links may be deactivated after ninety (90) days of inactivity and will be reactivated at no charge upon request. Matterport and similar 3D-tour hosting is included for one (1) year from delivery; continued hosting may be available for an additional fee as stated in the Terms of Service.

10. Security

10.1 The Company maintains reasonable administrative, technical, and physical safeguards designed to protect Personal Information.

10.2 **NO METHOD OF TRANSMISSION OR STORAGE IS COMPLETELY SECURE, AND THE COMPANY DOES NOT WARRANT OR GUARANTEE ABSOLUTE SECURITY.**

11. Your Choices and Rights

11.1 You may exercise the following choices by the means stated:

(a) **Access and correction.** You may request that the Company update inaccurate contact information;

(b) **Text messages.** You may reply STOP to opt out of appointment-related text messages, or HELP for assistance, as described in Section 4;

(c) **Cookies and tracking.** You may exercise any of the controls described in Section 7.2; and

(d) **Deletion.** You may request deletion of Personal Information where deletion is permitted by law. The Company may retain Personal Information that it is required or reasonably needs to retain for legal, accounting, or operational purposes.

11.2 Requests under this Section may be submitted using the contact information in Section 14. The Company may take reasonable steps to verify the identity of the requester before acting on a request.

12. Children's Privacy

12.1 The Site, the Portal, and the Services are not directed to children under thirteen (13) years of age, and the Company does not knowingly collect Personal Information from children under thirteen (13). If the Company learns that it has collected Personal Information from a child under thirteen (13), it will delete that information.

13. Amendments; General

13.1 The Company may amend this Policy from time to time. Amended versions will be posted at 154photography.com/privacy with a new effective date and document revision number. Continued use of the Site, the Portal, or the Services after an amendment takes effect constitutes acceptance of the amended Policy.

13.2 This Policy is governed by the laws of the State of Texas, without regard to conflict-of-laws rules.

13.3 If any provision of this Policy is held unenforceable, it will be modified to the minimum extent necessary, and the remainder of this Policy remains in effect. Section headings are for convenience only.

14. Contact

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