

# Privacy Policy

Redfern Media | redfernmedia.com

Last Updated: August 17, 2026

**This Privacy Policy explains what information Redfern Media collects, how we use and disclose it, the technologies we use on our website, and the privacy choices and rights available to you.**

## 1. Scope

This Privacy Policy applies to personal information collected through redfernmedia.com and other Redfern Media websites, forms, communications, services, and online interactions that link to or reference this Policy. It does not apply to third-party websites, platforms, or services that maintain their own privacy policies.

## 2. Personal Information We Collect

Depending on how you interact with us, we may collect the following categories of personal information:

- Contact information, such as your name, email address, telephone number, mailing address, company name, and job title.
- Information you submit through forms, consultations, surveys, questionnaires, account areas, support requests, or other communications.
- Commercial and relationship information, such as services requested, transaction or billing-related information, customer status, and communications with Redfern Media.
- Internet, device, and technical information, such as IP address, browser type, device type, operating system, referral source, approximate location derived from IP address, and website activity.
- Marketing and engagement information, such as email opens or clicks, form submissions, advertising interactions, campaign attribution, and communication preferences.
- User-submitted content, if any, including information you choose to post or submit through interactive features.
- Other information you choose to provide to us.

We do not intentionally collect sensitive personal information for the purpose of inferring characteristics about you unless specifically disclosed and permitted by applicable law.

## 3. How We Collect Information

- Directly from you when you contact us, complete a form, schedule a consultation, purchase or request services, subscribe to communications, or otherwise interact with us.
- Automatically through cookies, pixels, analytics tools, log files, and similar technologies when you use our website.
- From service providers, advertising or analytics providers, business partners, referral sources, publicly available sources, and other third parties where permitted by law.

## 4. How We Use Personal Information

- Provide, operate, maintain, personalize, and improve our website and services.
- Respond to inquiries, schedule consultations, provide customer support, and communicate about services.
- Process transactions and maintain business records.

- Measure website performance, understand visitor behavior, and improve user experience.
- Measure marketing and advertising performance and, where permitted and subject to your choices, support audience and campaign activities.
- Send marketing communications where permitted by law and in accordance with your preferences.
- Protect our website, systems, customers, and business from fraud, abuse, security threats, and unlawful activity.
- Comply with legal obligations and enforce our agreements.
- Use information for other purposes disclosed to you at the time of collection or with your consent.

## 5. Cookies, Analytics, Pixels, and Similar Technologies

We use cookies and similar technologies to operate the website, remember preferences, understand website usage, and measure the effectiveness of our communications and marketing. Some technologies are necessary for website functionality, while others are optional and may be controlled through our consent-management tools where available or required by law.

### Google Analytics

We use or may use Google Analytics, a service provided by Google, to help us understand how visitors use our website. Google Analytics may collect information such as IP address, device and browser information, approximate location, referring pages, pages viewed, session activity, and interactions with website features. Google may process this information on our behalf and in accordance with its own privacy terms and applicable settings.

### Meta Pixel

We use or may use the Meta Pixel and related Meta technologies to measure website activity and advertising performance and, where enabled and permitted, to support audience or campaign functions. These technologies may transmit information such as browser and device information, IP address, pages viewed, actions taken on the website, referral information, and identifiers or event data to Meta Platforms, Inc. or its affiliates.

### Your Cookie and Tracking Choices

Where our consent-management platform is available, you may be offered choices to accept optional technologies, reject non-essential technologies, or manage categories of cookies and similar technologies. You may also adjust browser settings to block or delete cookies. Blocking certain technologies may affect website functionality or measurement.

For additional information, please see our Cookie and Tracking Technologies Notice.

## 6. Artificial Intelligence and Automated Tools

Redfern Media may use artificial-intelligence-assisted or automated tools to support content development, analysis, personalization, workflow automation, communications, or service delivery. When AI materially affects a customer-facing interaction, we may provide additional context or disclosure as appropriate. AI-assisted outputs may be reviewed, edited, or supplemented by people and should not be understood as a guarantee of accuracy or a substitute for professional judgment where professional advice is required.

## 7. How We Disclose Personal Information

We may disclose personal information to the following categories of recipients for the purposes described in this Policy:

- Hosting, infrastructure, security, and website-service providers.

- Customer relationship management, scheduling, email, SMS, communications, payment, and business-operations providers.
- Analytics providers, including Google Analytics / Google, where used.
- Advertising and campaign-measurement providers, including Meta / Meta Pixel, where used.
- Professional advisers, auditors, insurers, accountants, and legal counsel.
- Government authorities, law enforcement, courts, regulators, or other parties when disclosure is required or permitted by law.
- Parties involved in a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction.
- Other parties at your direction, with your consent, or as otherwise disclosed when the information is collected.

Third-party providers may process information subject to contractual restrictions, their own privacy obligations, and applicable law. Their independent processing practices may also be governed by their own privacy policies.

## **8. Sale, Sharing, and Targeted Advertising**

Redfern Media does not sell personal information for money. However, some disclosures through advertising or analytics technologies may be treated as a “sale,” “sharing,” or processing for targeted advertising under certain U.S. state privacy laws, depending on the technology, configuration, purpose, and applicable law. For example, use of Meta Pixel or similar advertising technologies may involve disclosure of online identifiers or internet activity to an advertising platform.

Where required by applicable law, we provide a method to opt out of covered sale, sharing, or targeted-advertising activity. We also process recognized opt-out preference signals, including Global Privacy Control (“GPC”), where legally required and technically applicable. A GPC signal generally applies to the browser or device from which the signal is sent.

We do not disclose telephone numbers or SMS consent records to third parties for their own marketing or promotional purposes without your consent.

## **9. Email, Telephone, and SMS Communications**

You may unsubscribe from marketing emails at any time by using the unsubscribe link in the message. If you separately consent to receive marketing calls or text messages, you may withdraw that consent as described in the applicable message or consent disclosure. Consent to receive marketing texts or calls is not a condition of purchasing goods or services where prohibited by law. Transactional or service-related communications may continue when necessary to provide requested services or administer your relationship with us.

## **10. Data Retention**

We retain personal information only for as long as reasonably necessary for the purposes described in this Policy, including to provide services, maintain business and transaction records, comply with legal obligations, resolve disputes, enforce agreements, protect against fraud or abuse, and maintain appropriate records of privacy requests and consent choices.

| Information Category                   | Typical Retention Approach                                                                                                                                                         |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Inquiry and lead information           | For the duration of the relationship or follow-up period and thereafter as reasonably necessary for business records, suppression lists, legal obligations, or dispute prevention. |
| Customer and transaction records       | For the customer relationship and thereafter for periods required by tax, accounting, contractual, or other legal obligations.                                                     |
| Marketing-consent and opt-out records  | As long as necessary to demonstrate consent, honor opt-outs, and comply with applicable law.                                                                                       |
| Website analytics and advertising data | According to configured retention settings, consent choices, provider controls, and applicable legal requirements.                                                                 |
| Privacy-rights request records         | For the period needed to document and administer the request and comply with legal obligations.                                                                                    |
| Security and technical logs            | For periods reasonably necessary for security monitoring, troubleshooting, fraud prevention, and incident response.                                                                |

We may retain information for longer where required by law, necessary for litigation or regulatory matters, or maintained in backups that are securely isolated and deleted or overwritten in the ordinary course.

## 11. Data Security

We use administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure. No method of transmission or storage can be guaranteed to be completely secure, and we cannot guarantee absolute security.

## 12. Your Privacy Rights

Depending on where you live and subject to applicable law, you may have rights concerning your personal information, including the right to request access to or confirmation of personal information we process, request correction, request deletion, obtain a portable copy, opt out of certain sale/sharing/targeted advertising, limit certain uses of sensitive personal information, withdraw consent where processing is based on consent, and appeal certain decisions concerning privacy requests.

You may also have the right not to receive discriminatory treatment for exercising a legally protected privacy right. We may need to verify your identity before completing certain requests. Authorized agents may submit requests where permitted by law and subject to appropriate verification.

## 13. California Privacy Rights

If the California Consumer Privacy Act, as amended (“CCPA”), applies to Redfern Media and to your personal information, California residents may have rights to know or access personal information, request deletion or

correction, receive information about categories of collection and disclosure, and opt out of sale or sharing as those terms are defined by California law. Where legally required, Redfern Media honors Global Privacy Control as an opt-out preference signal for applicable browser-based sale or sharing activity.

## **14. EEA and UK Privacy Rights**

If European Union, European Economic Area, or United Kingdom data-protection law applies to our processing of your personal information, we process personal information under one or more lawful bases, which may include performance of a contract, legitimate interests, compliance with legal obligations, and consent. Subject to applicable law, you may have rights of access, correction, erasure, restriction, portability, objection, and withdrawal of consent, and the right to lodge a complaint with an appropriate supervisory authority.

## **15. Children's Privacy**

Our website and services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If we learn that we collected personal information from a child under 13 without appropriate authorization, we will take reasonable steps to delete it.

## **16. Third-Party Websites and Services**

Our website may link to third-party websites, platforms, applications, or services. We are not responsible for the privacy practices of third parties, and their collection and use of information are governed by their own policies and terms.

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

We may update this Privacy Policy from time to time. When we make changes, we will revise the "Last Updated" date above and may provide additional notice when required by law. Your continued use of our website after an updated Policy becomes effective is subject to the updated Policy, except where additional consent is required by law.

## **Contact Us**

If you have questions about this document or would like to exercise a privacy right, contact Redfern Media using any of the following methods:

|              |                                                                        |
|--------------|------------------------------------------------------------------------|
| <b>Email</b> | support@redfernmedia.com                                               |
| <b>Phone</b> | (512) 768-9779                                                         |
| <b>Mail</b>  | Redfern Media<br>3419 Westminster Ave, Suite 367-G<br>Dallas, TX 75205 |