

## **Privacy Policy for WeatherValet and America's Weather Streaming Channel (AWSC)**

**Effective Date: February 21, 2025**

At WeatherValet and America's Weather Streaming Channel (AWSC), we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you use our services, including the WeatherValet app and other communication channels associated with AWSC.

---

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

#### **1.1 Personal Information**

We collect personal information that you voluntarily provide to us, including but not limited to:

- Name
- Email address
- Mailing address
- Phone number
- Location data
- Payment information (if applicable for subscription services)

#### **1.2 Non-Personal Information**

We automatically collect non-personal information when you interact with our services, including:

- Device type and operating system
- IP address
- Browsing behavior within the app
- Interaction history with our services

#### **1.3 Cookies and Tracking Technologies**

We use cookies and similar technologies to enhance user experience, analyze trends, and improve our services. You may adjust your browser settings to refuse cookies, but this may limit certain functionalities.

---

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

We use the information we collect for the following purposes:

- To provide personalized weather forecasts, alerts, and related services
- To process transactions and deliver purchased services
- To respond to inquiries and provide customer support
- To improve our app's functionality and performance
- To send updates, promotional offers, and relevant notifications
- To comply with legal obligations

By using our services, you consent to receive communications from us, including emails, SMS, or phone calls regarding product updates, promotional offers, and service notifications. You may opt out of marketing communications at any time by using the provided opt-out feature.

---

## **3. Information Sharing**

### **3.1 Third-Party Service Providers**

We may share personal information with trusted third-party service providers who assist in operating our app, processing transactions, and delivering services. These third parties are contractually obligated to protect your information and may only use it for the specified purposes.

### **3.2 Legal Compliance and Safety**

We may disclose your personal information if required by law, court order, or to protect the rights, property, or safety of AWSC, WeatherValet, our users, or others.

### **3.3 Aggregated and Non-Personal Data**

We may share anonymized and aggregated data for analytical, marketing, or research purposes, provided it does not personally identify you.

---

## **4. Data Security**

We implement industry-standard security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. While we strive to use commercially acceptable means to protect your data, no method of transmission or storage is 100% secure.

---

## 5. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. Once the information is no longer needed, we securely delete or anonymize it.

---

## 6. Children's Privacy

Our services are not intended for children under the age of 13. We do not knowingly collect personal information from minors. If we become aware of such collection, we will take steps to remove the data immediately.

---

## 7. Your Privacy Choices

You have the right to:

- Access, update, or delete your personal information
- Opt out of marketing communications
- Restrict certain data processing activities

To exercise your rights, please contact us at [Insert Contact Email].

---

## 8. Updates to this Privacy Policy

We reserve the right to update this Privacy Policy at any time. Any changes will be posted on our app and website, and your continued use of our services after such updates constitutes acceptance of the revised policy.

---

## 9. Contact Us

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

**WeatherValet & America's Weather Streaming Channel**

[michael@americasweathersc.com](mailto:michael@americasweathersc.com)