

LionsPride Associates

PRIVACY POLICY

Effective Date: March 18, 2025

Last Updated: March 18, 2025

1. Introduction

LionsPride Associates, LLC ("LionsPride," "we," "us," or "our") is a Massachusetts limited liability company providing executive support associates, event and meeting planning, HR support, and talent acquisition services. We are committed to protecting the privacy of visitors to our website (lionsprideassociates.com, the "Site") and individuals who contact us or engage our services.

This Privacy Policy explains what personal information we collect, how we use it, with whom we share it, and your rights regarding that information. By accessing or using our Site, you agree to the practices described in this Privacy Policy as well as our Terms and Conditions linked [here](#).

2. Information We Collect

2.1 Information You Provide Directly

When you interact with our Site or services, you may voluntarily provide:

- Contact information: name, email address, phone number, and company/organization name submitted through our contact or quote request form
- Communications: messages, inquiries, and any other content you send to us
- Service-related information: details about your staffing, event planning, or HR needs submitted when requesting a consultation or quote

2.2 Information Collected Automatically

When you visit our Site, we and our third-party service providers automatically collect certain technical information, including:

- IP address and approximate geographic location
- Browser type, version, and operating system
- Pages viewed, time spent on pages, and navigation paths
- Referring URLs (the page you visited before coming to our Site)
- Device identifiers and screen resolution
- Date and time of your visit

2.3 Cookies and Tracking Technologies

Our Site may use cookies, web beacons, pixels, and similar technologies to collect usage data and improve your experience. We may use:

- Essential cookies: necessary for the Site to function properly

- Analytics cookies: such as those set by Google Analytics to help us understand how visitors use the Site
- Marketing/preference cookies: to remember your preferences or deliver relevant content

You may control cookies through your browser settings. Note that disabling certain cookies may affect Site functionality. We honor Do Not Track ("DNT") signals where technically feasible; however, many third-party services may not respond to DNT signals.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to your inquiries, contact form submissions, and service requests
- To provide, manage, and improve our services
- To send service updates, newsletters, and marketing communications (including email and SMS, where you have consented)
- To analyze Site traffic and usage trends using analytics tools such as Google Analytics
- To comply with applicable legal obligations, including those under Massachusetts, federal, and applicable privacy laws
- To enforce our Terms and Conditions and protect the rights, property, and safety of LionsPride Associates and others
- To maintain the security and integrity of our Site and systems

4. Legal Bases for Processing (Where Applicable)

If you are located in the European Economic Area (EEA) or another jurisdiction that applies similar standards, our legal bases for processing your personal data include:

- Consent: where you have given clear consent, such as submitting the contact form or opting into marketing communications
- Legitimate interests: for analytics, security, and improving our services, where these interests are not overridden by your rights
- Legal obligation: where processing is necessary to comply with applicable law
- Contract: where processing is necessary to take steps at your request prior to entering into a contract, or to perform a contract with you

5. Marketing Communications and SMS

By submitting our contact form, you consent to receive communications from LionsPride Associates, including service updates, marketing emails, and SMS messages (if a phone number is provided). Message and data rates may apply for SMS communications. You may opt out or unsubscribe at any time by:

- Clicking the "unsubscribe" or "opt out" link in any email we send
- Replying STOP to any SMS message
- Contacting us directly at the contact information provided in Section 10 below

We will process opt-out requests promptly. Note that even after opting out of marketing communications, we may still send you transactional or service-related communications necessary to respond to a specific inquiry.

6. How We Share Your Information

We do not sell your personal information. We may share your information in the following limited circumstances:

- Service providers: We work with third-party vendors (e.g., email platforms, website hosting providers, CRM systems, analytics providers such as Google Analytics) who process data on our behalf under appropriate confidentiality obligations.
- Professional advisors: Attorneys, accountants, and insurers as necessary for legitimate business purposes.
- Business transfers: In connection with a merger, acquisition, or sale of all or a portion of our business assets, your information may be transferred as part of that transaction.
- Legal requirements: When required by law, court order, or governmental authority, or to protect the rights and safety of LionsPride Associates, our clients, or the public.
- With your consent: For any other purpose with your prior consent.

7. Third-Party Services and External Links

7.1 Social Media

Our Site contains links to our social media profiles, including Facebook and LinkedIn. When you click these links, you will be directed to third-party platforms governed by their own privacy policies. LionsPride Associates is not responsible for the privacy practices of these platforms.

Please be aware that social media platforms may display content posted by third parties (including followers, page visitors, and the public at large). LionsPride Associates does not control third-party posts and is not responsible for content submitted by others on social media platforms.

7.2 Google Analytics

We use Google Analytics to understand how visitors interact with our Site. Google Analytics may collect information about your visit and use cookies. You can opt out of Google Analytics data collection by installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>.

7.3 Other Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites and encourage you to review their privacy policies before providing any personal information.

8. Testimonials

Our Site may display testimonials or endorsements submitted by clients or members of partner organizations. Where testimonials include personally identifiable information, we obtain consent from the individual before publication. If you have provided a testimonial and wish to have it removed, please contact us using the information in Section 10.

9. Data Retention

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, to provide our services, and to comply with our legal obligations. Contact form submissions and communications are retained for a reasonable period to follow up on inquiries and maintain business records. You may request deletion of your personal information as described in Section 11.

10. Your Privacy Rights

10.1 Massachusetts Residents

As a Massachusetts resident, you have rights under Massachusetts General Laws Chapter 93H (the Massachusetts Data Security Law), including the right to be notified in the event of a data breach involving your personal information.

10.2 California Residents (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), may provide you with certain rights, including:

- The right to know what personal information we collect and how it is used and disclosed
- The right to request deletion of your personal information
- The right to opt out of the sale or sharing of your personal information (we do not sell personal information)
- The right to non-discrimination for exercising your privacy rights

10.3 EEA/UK Residents (GDPR)

If you are located in the European Economic Area or the United Kingdom, you may have rights under the General Data Protection Regulation (GDPR) or UK GDPR, including the right to access, correct, delete, restrict processing of, and port your personal data, as well as the right to withdraw consent and to lodge a complaint with a supervisory authority.

10.4 Exercising Your Rights

To exercise any of the rights described above, please contact us using the information in Section 12. We will respond to verifiable requests within the timeframe required by applicable law (generally 30–45 days). We may need to verify your identity before processing your request.

11. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information against unauthorized access, disclosure, alteration, and destruction. However, no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

In the event of a data breach that is likely to result in risk to your rights and freedoms, or as required by applicable Massachusetts or other law, we will notify affected individuals and relevant authorities as required.

12. Children's Privacy

Our Site is not directed to individuals under the age of 13, and we do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently collected information from a child under 13, we will take steps to delete it promptly.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for other operational reasons. We will post the updated policy on this page with a revised "Last Updated" date. We encourage you to review this policy periodically. For material changes, we may also provide notice through the Site or via email.

Note: The personnel, team members, and member organizations referenced on our Site are subject to change without notice. Updates to Site content, including team bios, member organization listings, and service descriptions, do not constitute an amendment to this Privacy Policy unless the policy itself is updated as described above.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

LionsPride Associates, LLC

a Massachusetts Limited Liability Company

Email:

Phone:

Mailing Address:

Website: <https://www.lionsprideassociates.com/>

We take privacy inquiries seriously and will respond to your request within a reasonable time.