

This Privacy Policy describes our policies on the collection, use, and disclosure of information about you in connection with your use of our services, including those offered through our websites, communications (e.g., emails, phone calls, and texts), and mobile applications (collectively, the “Service”). The terms “we”, “us”, and “TUL” refer to: (i) The Ultimate Lineup, LLC, a NJ limited partnership with its headquarters in Westfield, NJ.

When you use the Service, you consent to our collection, use, and disclosure of information about you as described in this Privacy Policy.

INFORMATION WE COLLECT AND HOW WE USE IT

We may collect, transmit, and store information about you in connection with your use of the Service, including any information you send to or through the Service. We use that information to provide the Service’s functionality, fulfill your requests, improve the Service’s quality, engage in research and analysis relating to the Service, personalize your experience, track usage of the Service, provide feedback to third party businesses that are listed on the Service, display relevant advertising, market the Service, provide customer support, message you, back up our systems, allow for disaster recovery, enhance the security of the Service, and comply with legal obligations. Even when we do not retain such information, it still must be transmitted to our servers initially and stored long enough to process.

Account Information: When you create a TUL account, we store and use the information you provide during that process, such as the first and last name you enter, email address, zip code, physical address, and any other information you may provide during the account creation process, such as a gender, phone number, or birth date. We may publicly display the first name and last initial that you provide, as well as any photo or other content you submit through the account creation process, as part of your account profile.

Public Content: Your contributions to the Service are intended for public consumption and are therefore viewable by the public.

Communications: When you sign up for an account or use certain features, you are opting to receive messages from other users, businesses, and TUL. You can manage some of your messaging preferences through your account settings, but note that you cannot opt out of receiving certain administrative, transactional, or legal messages from TUL.

Different Devices: You may access the Service through different devices (e.g., your mobile phone, personal computer, or other internet connected device).

Professional Information: If you represent a business on TUL, we may collect and display information about you related to your business activities, such as a business name that may incorporate your individual name, or a publicly available business address that is also used as a home address. We may also collect and display information about your professional background that you choose to share with us through the Service, such as information about your professional licenses or certifications, or your professional history or specialties.

Sensitive Personal Information: In the course of using the Service, you may choose to allow TUL to collect and store sensitive personal information about you, such as your precise geolocation. You may choose to share other sensitive personal information through the content you share on TUL, for example, when leaving a review, sending a direct message, or otherwise sharing information on TUL. You may be able to limit or disallow our collection, use or sharing of location data by adjusting the settings for our applications in iOS or Android privacy settings.

COOKIES

We, and our third-party service providers, may use cookies, web beacons, tags, scripts, local shared objects such as HTML5 and Flash (sometimes called “flash cookies”), advertising identifiers (including mobile identifiers such as Apple’s Identifier for Advertisers (“IDFA”) or Google’s Advertising ID (“GAID”)) and similar technology (“Cookies”) in connection with your use of the Service, third party websites, and mobile applications. Cookies may contain unique identifiers, and reside, among other places, on your computer or mobile device, in emails we send to you, and on our web pages. Cookies may transmit information about you and your use of the Service, such as your browser type, search preferences, IP address, data relating to advertisements that have been displayed to you or that you have interacted with, and the date and time of your use. Cookies may be persistent or stored only during an individual session.

The purposes for which we may use Cookies currently or in the future Service include:

Processes: Intended to make the Service work in the way you expect. For example, we use a Cookie that tells us whether you have already signed up for an account.

Authentication, Security, and Compliance: Intended to prevent fraud, protect your data from unauthorized parties, and comply with legal requirements. For example, we use Cookies to determine if you are logged in.

Preferences: Intended to remember information about how you prefer the Service to behave and look. For example, we use a Cookie that tells us whether you have declined to allow us to send push notifications to your phone

Notifications: Intended to allow or prevent notices of information or options that we think could improve your use of the Service. For example, we may use a Cookie that stops us from showing you the signup notification if you have already seen it.

Advertising: Intended to make advertising more relevant to users and more valuable to advertisers. For example, we may use Cookies to serve you interest-based ads, such as ads that are displayed to you based on your visits to other websites, or to tell us if you have recently interacted with an ad.

Analytics: Intended to help us understand how visitors use the Service. For example, we use a Cookie that tells us how our search suggestions correlate to your interactions with the search page.

You can also set some Cookie preferences through your device or browser settings, but doing so may affect the functionality of the Service. The method for disabling Cookies may vary by device and browser, but can usually be found in your device or browser preferences or security

settings. For example, iOS and Android devices each have settings which are designed to limit forms of ad tracking.

THIRD PARTIES

Third parties may share, receive or process information about you as follows:

Advertisers: We may share some non-identifiable, de-identified or aggregated information from or about you with third parties in connection with advertising programs and data analytics.

Acquired Data: TUL may acquire information enabling us to identify and contact representatives of local businesses from third parties. Such acquired data may be combined with other data TUL receives from or about you, and used for the purposes described in other sections of this Privacy Policy.

TUL Service Providers: We rely on third-party service providers to support or provide services for us in connection with your use of the Service, such as communications and hosting, security and fraud prevention, technical support, tracking and reporting usage of the Service, quality assurance testing, payment processing, marketing, and other functions.

Investigations and Legal Disclosures: We may investigate and disclose information from or about you if we have a good faith belief that such investigation or disclosure: (a) is reasonably necessary to comply with legal or law enforcement processes, such as a search warrant, subpoena, statute, judicial proceeding, or other legal process or law enforcement request; (b) is helpful to prevent, investigate, or identify possible wrongdoing in connection with the Service; or (c) protects our rights, reputation, property, or that of our users, affiliates, or the public.

Links: The Service may link to third party-controlled websites, like a business's URL. Except as set forth herein, we do not share your personal information with them, and are not responsible for their privacy practices.

SECURITY

We use various safeguards to protect the personal information submitted to us, both during transmission and after we receive it. However, no method of transmission over the Internet or via mobile device, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

MINORS

The Service is intended for general audiences and is not directed to consumers under 18. We do not knowingly collect personal information from consumers under 18.

MODIFICATIONS TO THIS PRIVACY POLICY

We may modify this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our collection, use, and disclosure of information about you and will be located here. If we make material changes to this Privacy Policy, we will notify you by email and/or by posting a notice on the Service prior to or on the effective date of the changes. By continuing to access or use the Service after those changes become effective, you acknowledge the revised Privacy Policy.

CALIFORNIA RESIDENTS: YOUR CALIFORNIA PRIVACY RIGHTS

Under the California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020 (“CCPA”), California residents have certain rights around TUL’s collection, use, and sharing of their personal information. TUL does not sell your personal information and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. If you have any questions regarding our data privacy practices or our compliance with California data privacy law, please contact us through the Contact Us page

NEVADA RESIDENTS: YOUR NEVADA PRIVACY RIGHTS

Nevada law (SB 220) requires website operators to provide a way for Nevada consumers to opt-out of the sale of certain information that the website operator may collect about them. TUL does not sell your personal information to third parties as defined in Nevada law, and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. If you have any questions regarding our data privacy practices or our compliance with Nevada data privacy law, please contact us through the Contact Us page.

VIRGINIA RESIDENTS: YOUR VIRGINIA PRIVACY RIGHTS

Under Virginia’s Consumer Data Protection Act (“CDPA”), Virginia residents have certain rights around TUL’s collection, use, and sharing of their personal data. TUL does not sell your personal data and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. If you have any questions regarding our data privacy practices or our compliance with Virginia data privacy law, please contact us through the Contact Us page.

COLORADO RESIDENTS: YOUR COLORADO PRIVACY RIGHTS (Effective July 1, 2023)

Under Colorado’s Consumer Privacy Act (“CPA”), which goes into effect July 1, 2023, Colorado residents have certain rights around TUL’s collection, use, and sharing of their personal data. TUL does not sell your personal data and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. If you have any questions regarding our data privacy practices or our compliance with Colorado data privacy law, please contact us through the Contact Us page.

CONNECTICUT RESIDENTS: YOUR CONNECTICUT PRIVACY RIGHTS (Effective July 1, 2023)

Under Connecticut’s Data Privacy Act (“CTDPA”), which goes into effect July 1, 2023, Connecticut residents have certain rights around TUL’s collection, use, and sharing of their personal data. TUL does not sell your personal data and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. personal data. If you have any questions regarding our data privacy practices or our compliance with Connecticut data privacy law, please contact us through the Contact Us page.

CONTACT INFORMATION

You may contact us online concerning our Privacy Policy, or write to us at the following address:
208 Lenox Ave. #133, Westfield, NJ 07090