



CENTRAL ALABAMA PHOTOGRAPHY AND VIDEO, LLC

PRIVACY POLICY

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SECTION 1 — PRIVACY POLICY, ACCEPTANCE & SCOPE

This Privacy Policy describes how Central Alabama Photography and Video, LLC (“CAPV,” “we,” “us,” or “our”) collects, receives, uses, maintains, protects, discloses, and otherwise handles personal, business, technical, and other information in connection with CAPV’s website, online services, communications, Client Portal, Property Websites, Media delivery systems, and related business operations.

This Privacy Policy applies, as appropriate, to information obtained when an individual or business:

- visits or interacts with the CAPV website;
- submits information through a CAPV website form;
- communicates with CAPV by email, telephone, SMS/text message, WhatsApp, or another authorized communication method;
- establishes or maintains a CAPV Client account;
- requests information, a quote, or professional services;
- places or manages an Order through CAPV’s Client Portal or related systems;
- provides information concerning a Property, project, listing, or requested service;
- accesses CAPV-provided Media, Property Websites, virtual tours, Delivery Sites, or other online resources; or
- otherwise provides information to CAPV in connection with CAPV’s legitimate business operations.

This Privacy Policy applies to privacy and information-handling practices associated with CAPV’s website and applicable online and business operations. It does not replace the separate terms governing use of the CAPV website or the contractual terms governing CAPV professional services.

Use of the public CAPV website is governed by the applicable CAPV Website Terms of Service. When professional services are ordered, authorized, or otherwise established between CAPV and a Client, the applicable CAPV Policies & Terms of Service, Order documentation, and any other applicable written agreement govern that professional service relationship.

Independent websites, platforms, applications, payment processors, communications services, and other third-party services may maintain their own privacy policies and information-handling practices. CAPV’s use of or integration with a Third-Party Platform or Service Provider does not make CAPV responsible for that provider’s independent privacy practices except to the extent responsibility is imposed upon CAPV by applicable law or an applicable agreement.

By using CAPV’s website or voluntarily providing information to CAPV, a User acknowledges the information practices described in this Privacy Policy, subject to any rights or protections provided by applicable law.

SECTION 2 — CAPV BUSINESS INFORMATION & PRIVACY RESPONSIBILITY

Central Alabama Photography and Video, LLC is an Alabama real estate photography, videography, aerial imaging, 3D/360-degree Media, Property Website, floorplan, virtual-tour, marketing-media, and related professional services company.

CAPV receives and maintains information reasonably necessary to communicate with prospective Clients and Clients, respond to inquiries, establish and administer Client relationships, fulfill professional-service Orders, deliver Media and related services, operate its website and online resources, maintain appropriate business records, communicate information concerning CAPV’s services, and perform other legitimate business functions.

Access to information maintained by CAPV is limited, as appropriate, to authorized CAPV personnel and authorized service providers who require access for legitimate operational, technical, administrative, website-maintenance, service-delivery, security, accounting, legal, or other appropriate business purposes.

CAPV may use independent Third-Party Platforms and Service Providers to support portions of its business operations. These may include website hosting and maintenance providers, Client-management and Media-delivery platforms, communications services, analytics and website-technology providers, payment processors, and other providers necessary to operate or support CAPV's services.

CAPV remains responsible for its own collection and handling of information to the extent required by applicable law and does not represent that independent Third-Party Platforms or Service Providers are owned or operated by CAPV merely because their services are linked to, embedded in, integrated with, or used in connection with CAPV's operations.

Questions concerning CAPV's privacy practices or information maintained directly by CAPV may be submitted using the contact methods identified in this Privacy Policy or through CAPV's website.

SECTION 3 — INFORMATION CAPV COLLECTS

The information CAPV receives or collects depends upon how an individual or business interacts with CAPV and which CAPV services, website features, communication methods, or online systems are used.

Contact & Inquiry Information. CAPV may receive a person's first and last name, telephone number, email address, company or business information, service interests, comments, questions, and other information voluntarily submitted through CAPV's website, email, telephone, SMS/text messaging, WhatsApp, or other authorized communication methods.

Client & Account Information. When establishing or maintaining a Client relationship or account, CAPV may receive information such as a Client's name, title, company, business address, email address, telephone number, website information, social-media information, account information, and other information reasonably necessary to establish, administer, or support the Client relationship.

Order, Property & Project Information. CAPV may receive and maintain information concerning a Property, listing, project, or requested service. Depending upon the applicable Order or service, this may include a Property address, square footage, number of stories, bedrooms, bathrooms, parking or garage information, year built, subdivision, lot size, school district, listing price, Property style, amenities, requested services, scheduling information, Property access or preparation information, and other details reasonably necessary to plan, perform, deliver, host, or support CAPV's services.

Property information may serve different purposes depending upon the applicable service. Certain Property, listing, amenity, and marketing information may be maintained as part of CAPV's Client, Order, invoice, or business records. When a Client authorizes CAPV to create or host a Property Website, virtual tour, listing resource, or other public-facing marketing product, applicable Property information, amenities, Media, and marketing information may also be intentionally made publicly available for the marketing or presentation of that Property.

Communications & Correspondence. CAPV may receive and maintain records of communications with prospective Clients, Clients, service providers, and other persons, including website inquiries, email correspondence, SMS/text conversations, WhatsApp communications, telephone-related communications, Order communications, service requests, scheduling communications, and other business correspondence.

Invoice, Payment & Transaction Information. CAPV may maintain billing and transaction records associated with a Client or Order, including Client and company information, Property information, assigned service personnel, Order and invoice numbers, invoice dates, services ordered, quantities, pricing, discounts, applicable taxes, payment dates, payment amounts, payment status, balances due, and other ordinary invoice, accounting, or transaction information.

CAPV invoices may therefore associate Client information, Property information, services provided, pricing, taxes, and payment history with a particular Order.

Digital payments associated with CAPV Orders may be processed through an independent payment processor. CAPV may receive or maintain records confirming the amount and status of a payment and other transaction information associated with the Order. Information submitted directly to an independent payment processor is also subject to that provider's systems and privacy practices.

Website, Technical & Usage Information. When a person accesses CAPV's website or applicable online resources, certain technical or usage information may be generated or collected through cookies, analytics systems, server functions, consent-management technologies, Third-Party Platforms, or similar website technologies.

Depending upon the technology involved, this information may include website visits, pages viewed, referral sources, interactions with website features, device or browser characteristics, IP addresses or similar online identifiers, approximate technical location information, and other website-performance, search-performance, or usage information.

CAPV also receives reporting or aggregated information concerning activity associated with certain Property Websites and online Media services. Depending upon the applicable service or report, this may include impressions, clicks, viewing activity, viewing duration, daily or cumulative activity, referring tours or Properties, and related performance information.

The receipt of aggregated or reporting information concerning Property Website activity does not, by itself, mean that CAPV receives the name, email address, telephone number, or identity of each individual who views a Property Website.

Information CAPV Does Not Request Through Ordinary Website Communications. CAPV does not require Users to submit Social Security numbers, website or account passwords, financial-account credentials, full payment-card information, or similarly sensitive information through CAPV's ordinary public website contact forms or ordinary email.

Users should not submit such information through those methods unless CAPV has specifically provided or directed the User to an appropriate method or independent service for transmitting the information.

SECTION 4 — HOW CAPV COLLECTS INFORMATION

CAPV may collect or receive information directly from an individual or business, automatically through website or online technology, through a CAPV Client relationship, or through an authorized Third-Party Platform or Service Provider used in connection with CAPV's operations.

Website Forms. Information may be provided directly to CAPV through the Contact Us, Get In Touch, or other authorized forms made available on CAPV's main website.

Information voluntarily submitted through CAPV's main website may be retained in CAPV's business/contact database and used as described in this Privacy Policy, including for responding to the original inquiry and, where applicable, future CAPV communications and marketing.

Email, Telephone & Messaging. CAPV may receive information when an individual contacts CAPV by email or telephone or communicates with CAPV through an available SMS/text or WhatsApp option.

CAPV maintains business telephone lines for business communications. When an individual communicates with CAPV by SMS/text message, the telephone number associated with that communication is visible as part of the messaging exchange.

CAPV's website also provides a separate WhatsApp communication option through which a User may initiate a direct WhatsApp conversation with CAPV. Communications conducted through WhatsApp are also subject to the applicable practices and terms of that independent service.

Client Forms, Orders & Client Portal. CAPV may receive information when a prospective Client or Client completes CAPV forms, creates or maintains an account, requests or orders services, provides Property information, schedules services, communicates concerning an Order, accesses delivered Media, or otherwise uses CAPV's Client Portal and related online systems.

CAPV currently uses Real Tour Vision ("RTV") to support portions of its Client Portal and related workflow, including Client and Order management, invoicing/payment integration, Media delivery, Property Websites, virtual tours, and related online services.

Property Websites & Online Media Services. Clients may provide Property information, listing information, amenities, Media, and related content for use in CAPV-created or CAPV-hosted Property Websites, virtual tours, and other marketing resources.

Information designated for public Property marketing may be displayed publicly as part of those services.

Where a Property Website includes a Contact Us or similar inquiry feature intended for the Realtor or Client associated with that Property, information submitted through that feature is directed to the applicable Realtor or Client rather than being treated as a submission to CAPV's main corporate Contact Us database.

Cookies, Analytics & Website Technologies. CAPV may receive website and usage information through cookies, consent-management technologies, Google Analytics, Google Tag Manager, and other website technologies used to operate, measure, maintain, secure, or improve the website.

CAPV also uses Google Search Console and Google PageSpeed Insights in connection with website search performance and technical performance monitoring.

The nature and operation of these technologies, including available cookie and consent choices, are addressed more specifically in the Cookies, Google Analytics & Website Technologies section of this Privacy Policy.

Service Providers & Business Operations. CAPV may receive information through authorized service providers when reasonably necessary to administer Orders, process transactions, provide Media and online services, maintain CAPV's website and systems, support Client communications, produce business records, or otherwise operate CAPV's business.

Information collected or processed independently by a Third-Party Platform or Service Provider may also be governed by that provider's own privacy policy and practices.

SECTION 5 — HOW CAPV USES INFORMATION

CAPV may use information it receives, collects, or maintains for legitimate business purposes associated with its website, communications, Client relationships, professional services, online systems, and business operations.

Depending upon the nature of the information and the applicable interaction, CAPV may use information to:

- respond to inquiries, questions, requests for information, and requests for quotes;
- establish, maintain, administer, and support Client accounts and Client relationships;
- communicate with prospective Clients and Clients concerning CAPV services;
- receive, process, schedule, manage, perform, modify, and fulfill Orders;
- communicate regarding appointments, Property access, Property preparation, scheduling, production, delivery, revisions, and other Order-related matters;
- create, process, edit, host, deliver, and maintain photographs, video, aerial Media, 3D/360-degree Media, floorplans, virtual tours, Property Websites, marketing materials, and other requested Media or services;

- use Client-supplied Property, listing, amenity, and marketing information to create authorized public-facing Property marketing resources;
- generate and maintain invoices, payment records, transaction records, tax records, Order histories, and other ordinary business or accounting records;
- process or facilitate payments through authorized Third-Party Platforms or Service Providers;
- provide Client Portal, Media-delivery, Property Website, virtual-tour, reporting, and related online functionality;
- monitor Property Website and online Media activity and provide applicable performance information or reports;
- maintain Client communications and business correspondence;
- operate, maintain, troubleshoot, secure, measure, analyze, and improve CAPV's website and online services;
- understand website traffic, referral sources, website usage, search performance, page or content activity, and technical website performance;
- maintain CAPV's contact and business database;
- communicate CAPV news, services, promotions, specials, offers, newsletters, or other marketing information, subject to applicable opt-out choices;
- detect, investigate, prevent, or address misuse, security incidents, fraud, technical problems, or other inappropriate activity;
- protect CAPV's legal rights, business interests, Clients, Users, systems, Media, and property;
- comply with applicable accounting, tax, contractual, regulatory, legal, or other legitimate recordkeeping obligations; and
- perform other legitimate business purposes reasonably related to the circumstances in which the information was provided or collected.

CAPV will not treat information supplied for one purpose as authorization for an unrelated use where applicable law requires additional notice, consent, or another legal basis.

Information supplied for public Property marketing may be used and displayed for the marketing purposes authorized by the Client. Information maintained as part of CAPV's internal Client, Order, invoice, accounting, communication, or other business records is not made public merely because other information concerning the same Property has been authorized for public marketing.

CAPV may also use aggregated, statistical, or reporting information to evaluate website activity, Property Website performance, online Media activity, service usage, operational performance, and opportunities to improve CAPV's website, services, workflow, or Client experience.

SECTION 6 — MARKETING COMMUNICATIONS & OPT-OUT CHOICES

CAPV may retain contact information voluntarily provided through its main website Contact Us or Get In Touch form in CAPV's business/contact database.

CAPV may use that information to respond to the original inquiry and to communicate information concerning CAPV's services, promotions, sales, specials, newsletters, service announcements, new or updated offerings, and other CAPV business or marketing communications.

CAPV does not buy or sell lists containing personal or professional information.

CAPV's email solicitation and marketing communications provide an Opt-Out, Unsubscribe, or comparable mechanism through which a recipient may request removal from future CAPV email solicitation through the applicable system.

When a recipient uses the applicable automated Opt-Out feature, the recipient is removed from future solicitation through that system in accordance with the functionality provided.

An opt-out from marketing communications does not necessarily require CAPV to delete other information concerning that person or business. CAPV may continue to maintain information reasonably necessary for

an existing or previous Client relationship, Orders, invoices, payments, accounting or tax records, contractual records, correspondence, security, disputes, legal requirements, or other legitimate business purposes.

A marketing opt-out also does not prevent CAPV from sending non-marketing communications reasonably necessary to administer an existing Client relationship or Order, including scheduling information, service communications, invoices, payment-related notices, Media-delivery communications, Property Website information, account notices, or other transactional or operational communications.

CAPV Clients using applicable RTV services may separately choose whether to receive certain RTV-generated communications, including Weekly Hit Reports concerning Property Website or tour activity. When a Client uses the applicable RTV feature to opt out of those reports, the RTV system may notify CAPV of that communication preference.

An opt-out from RTV Weekly Hit Reports is separate from an opt-out from CAPV marketing communications and does not, by itself, change other communication preferences unless the applicable system or Client request provides otherwise.

Individuals who experience difficulty using an available CAPV marketing opt-out may contact CAPV directly to request assistance with the applicable marketing preference.

SECTION 7 — COOKIES, GOOGLE ANALYTICS & WEBSITE TECHNOLOGIES

CAPV uses cookies and other website technologies to support website functionality, understand website activity, measure performance, maintain or improve website operation, and support other legitimate website and business purposes.

CAPV's website provides a cookie and technology consent interface through which Users may be presented with options to accept, deny, review, or save preferences concerning applicable categories of website technologies.

The availability of a category within a cookie-consent interface does not necessarily mean that CAPV actively uses every possible technology, cookie, advertising service, or tracking technology that could fall within that category.

Google Analytics. CAPV uses Google Analytics in connection with its website. Google Analytics assists CAPV in understanding website activity and performance, including information concerning website traffic, how visitors reach the website, and which pages or content receive visitor activity.

Depending upon Google's technology, configuration, User settings, consent choices, browser settings, and other factors, Google Analytics may process technical and usage information associated with visits to the website.

CAPV uses analytics information to better understand website performance and usage and to assist with maintaining and improving the website and CAPV's online presence.

Google Tag Manager. CAPV uses Google Tag Manager to assist with the management and deployment of website tags and related website technologies.

Google Tag Manager should not be understood as meaning that every Google advertising, analytics, or tracking product is automatically used by CAPV. The technologies actually deployed through CAPV's website may change as the website and CAPV's legitimate business needs develop.

Google Search Console. CAPV uses Google Search Console to monitor and understand the website's presence and performance in Google Search, including search-related website performance and technical information made available through that service.

Google PageSpeed Insights. CAPV uses Google PageSpeed Insights in connection with evaluating website performance and technical characteristics. This service assists with identifying website-performance and optimization issues and should not be characterized merely as a marketing or behavioral-tracking service.

CAPV may use information generated through these technologies to evaluate website traffic, referral sources, content or page activity, search visibility, technical performance, website functionality, and opportunities for improvement.

Google's processing of information through its independent products and services is also governed by Google's applicable terms, privacy policies, configurations, and controls.

Users may also have browser-based, device-based, or provider-based controls concerning cookies or similar technologies. Disabling certain cookies or technologies may affect the availability or operation of some website features.

CAPV does not represent in this Privacy Policy that Google Ads conversion tracking, Meta Pixel, or another specific advertising technology is currently active unless CAPV actually implements or confirms use of that technology. CAPV may update this Privacy Policy when its website technologies materially change.

SECTION 8 — CLIENT PORTAL, RTV & ONLINE SERVICE PROVIDERS

CAPV uses Real Tour Vision ("RTV") as a Third-Party Platform supporting significant portions of CAPV's Client and Media workflow.

Depending upon the services used by a Client, the RTV environment may support functions including Client account administration, service ordering, Order management, scheduling or workflow functions, invoicing, payment integration, Media delivery, Delivery Sites, Property Websites, virtual tours, reporting, and related online services.

Information a Client provides through CAPV's RTV-supported systems may include Client/account information, contact information, Property and listing information, Order information, service selections, scheduling information, invoice and transaction information, communications, Property amenities, Media-related information, and other information reasonably necessary to provide the applicable services.

CAPV may access and use information available through its RTV-supported systems as reasonably necessary to administer Client relationships, fulfill Orders, provide Media and related services, maintain business and transaction records, provide Client support, operate Property Websites or virtual tours, review applicable reporting, and perform other legitimate CAPV business functions described in this Privacy Policy.

RTV may process or maintain information through its own systems in connection with providing its platform and services. RTV's independent collection, processing, storage, security, retention, and other handling of information may also be governed by its own terms, privacy practices, technologies, and service arrangements.

Use of RTV by CAPV does not mean that CAPV owns or directly operates RTV's underlying platform, infrastructure, or independent systems.

CAPV may also use other Third-Party Platforms and Service Providers where reasonably necessary for website operation and maintenance, communications, analytics, technical services, payment processing, Media production or delivery, online hosting, accounting, or other legitimate business functions.

CAPV may provide or permit access to information reasonably necessary for such providers to perform services on CAPV's behalf or support CAPV's operations. CAPV does not treat the use of an outside

service provider for a legitimate CAPV business function as a sale of a Client's personal or professional information.

Where a Third-Party Platform or Service Provider interacts directly with a User or Client, that provider may collect or process information independently under its own privacy policy, terms, and practices. Users and Clients should review the applicable provider's information when interacting directly with an independent service.

CAPV remains responsible for CAPV's own conduct and handling of information to the extent required by applicable law or an applicable agreement. Nothing in this section is intended to disclaim responsibility that CAPV cannot lawfully exclude.

SECTION 9 — PROPERTY WEBSITES, PROPERTY INFORMATION & ANALYTICS

CAPV may create, host, maintain, or provide Property Websites, virtual tours, Media-delivery resources, and other online marketing services in connection with a Client's Property or Order.

Property & Listing Information. Clients may provide CAPV with Property information, listing information, amenities, descriptions, photographs, Media, and other content for use in creating or maintaining Property Websites, virtual tours, and related real estate marketing resources.

Depending upon the applicable service, this information may include the Property address, price, square footage, bedrooms, bathrooms, lot information, Property characteristics, community information, appliances, interior or exterior amenities, parking or garage information, school information, Media, and other information selected or supplied for marketing the Property.

When a Client supplies or authorizes information for a public-facing Property Website, virtual tour, or other marketing resource, the applicable Property information and Media may be intentionally made available to prospective buyers, renters, real estate professionals, members of the public, and other viewers.

The fact that certain Property information is intentionally published for marketing does not mean that CAPV automatically makes the Client's private contact information, internal correspondence, invoice information, payment information, or other non-public Client records publicly available.

Property Website Contact Forms. Certain Property Websites may contain a Contact Us, inquiry, or similar feature intended to allow a viewer to contact the Realtor or Client associated with the Property.

Where such a feature is designated for the Realtor or Client, information submitted through that Property Website feature is directed to the applicable Realtor or Client and is not treated as a submission to CAPV's main corporate Contact Us database.

This is separate from a Contact Us or Get In Touch form submitted through CAPV's main business website, which may provide information directly to CAPV as described elsewhere in this Privacy Policy.

Property Website Analytics & Weekly Hit Reports. CAPV may receive reporting and analytics concerning activity associated with Property Websites, virtual tours, and related online Media services.

Through its RTV-supported systems, CAPV may receive Weekly Hit Reports or other reporting containing information such as impressions, clicks, viewing activity, viewing duration, daily activity, cumulative or all-time activity, referring tours or Properties, and related performance information.

CAPV may use this information to evaluate Property Website or Media performance and to provide applicable reporting to Clients.

The receipt of Property Website analytics or aggregated reporting does not, by itself, mean that CAPV receives the name, email address, telephone number, or identity of every individual who views a Property Website.

Clients may have the ability through applicable RTV functionality to opt out of receiving certain Weekly Hit Reports. When a Client uses the applicable opt-out function, RTV may notify CAPV of that communication preference.

Accuracy of Property Information. Property, listing, amenity, and related marketing information may be supplied by the Client, Realtor, Property representative, Third-Party Platform, or another authorized source.

Unless CAPV expressly agrees otherwise as part of a specific service, CAPV's role in photographing, producing, hosting, displaying, or distributing Property marketing information does not constitute an independent verification by CAPV of every Property fact, measurement, amenity, listing representation, or other item of information supplied for publication.

SECTION 10 — PAYMENTS & TRANSACTION INFORMATION

CAPV's public business website does not directly process Client payments.

Digital payments associated with CAPV Orders may be processed through PayPal in connection with CAPV's RTV-supported Client Portal, invoice, Delivery Site, or related online systems.

A Client may be able to use PayPal's payment-processing services to complete an authorized digital payment using payment methods supported by PayPal, including applicable credit or debit card options, whether or not the Client maintains a separate PayPal account, subject to PayPal's current services and requirements.

CAPV does not impose an additional CAPV convenience fee or CAPV payment-processing surcharge solely because a Client chooses to make an authorized digital payment through CAPV's applicable portal/payment workflow.

Clients who do not wish to make an available digital payment may, where permitted by CAPV, make payment by check using the payment and mailing information provided by CAPV or included with the applicable invoice.

CAPV Transaction Records. CAPV may receive and maintain ordinary business and transaction information associated with an Order or payment, including Client and company information, Property information, Order and invoice numbers, invoice dates, services ordered, quantities, pricing, discounts, applicable taxes, payment dates, payment amounts, payment status, balances due, and related accounting or transaction information.

CAPV invoices may identify an online payment and the amount paid without displaying full payment-card credentials.

Independent Payment Processing. Payment credentials or other information submitted directly to PayPal are processed through PayPal's systems and are also subject to PayPal's applicable privacy practices, terms, security measures, and payment-processing requirements.

CAPV may receive transaction confirmations, payment status, amounts, dates, references, or other information reasonably necessary to associate a payment with the appropriate Client, invoice, or Order and to maintain CAPV's legitimate accounting and business records.

Nothing in this Privacy Policy should be interpreted as a representation that CAPV operates PayPal's payment infrastructure or controls PayPal's independent collection, processing, storage, or security of information submitted directly to PayPal.

SECTION 11 — HOW INFORMATION MAY BE SHARED

CAPV does not buy or sell lists containing personal or professional information.

CAPV may disclose, provide, transmit, or permit access to information when reasonably necessary to operate its business, provide requested services, fulfill an Order, maintain its website and online systems, process transactions, communicate with Clients, protect legitimate interests, or satisfy applicable legal obligations.

Depending upon the circumstances, information may be shared with or accessible to:

- authorized CAPV personnel who require the information for legitimate business purposes;
- website hosting, administration, maintenance, security, and technical service providers;
- CAPV's Webmaster when authorized access is reasonably necessary to maintain, support, troubleshoot, secure, or administer CAPV's website;
- RTV and other Third-Party Platforms supporting Client accounts, Orders, scheduling or workflow, invoicing, payment integration, Media delivery, Property Websites, virtual tours, reporting, or related services;
- PayPal or another authorized payment provider when necessary to process or administer a Client payment;
- communications, email, messaging, analytics, hosting, Media, technology, or other service providers used for legitimate CAPV operations;
- professional advisers or service providers, such as accounting, tax, legal, insurance, or similar professionals, when access is reasonably necessary for the services they provide;
- a Realtor, Client, Property representative, or other intended recipient when information is submitted or provided for that person or entity;
- governmental, regulatory, law-enforcement, judicial, or other authorized parties when disclosure is required or permitted by applicable law; or
- other parties when reasonably necessary to protect CAPV, its Clients, Users, systems, property, legal rights, or legitimate interests.

CAPV may also make Property information, listing information, amenities, photographs, Media, and related marketing content publicly available when the Client has supplied or authorized that information for a public Property Website, virtual tour, listing resource, or other marketing purpose.

Public distribution of authorized Property marketing information is different from selling or providing Client contact lists to outside businesses for those businesses' independent marketing purposes.

CAPV does not consider the legitimate use of a service provider to perform a CAPV business function to be a sale of personal or professional information.

Third-Party Platforms and Service Providers may independently collect or process information when a User or Client interacts directly with their systems. Their independent practices are governed by their own privacy policies, terms, technologies, and applicable legal obligations.

CAPV may also disclose information when a User or Client directs, authorizes, or reasonably expects CAPV to provide the information to another person or service in connection with the requested service or transaction.

SECTION 12 — DATA RETENTION & MEDIA AVAILABILITY

CAPV retains different categories of information for different periods depending upon the nature of the information, the applicable service, CAPV's legitimate business needs, contractual requirements, recordkeeping obligations, Third-Party Platform functionality, and applicable law.

CAPV does not apply a single universal retention period to every category of information.

Completed Client Media & Online Media Services. Unless CAPV expressly agrees otherwise in writing, CAPV's standard Media-availability period is six (6) months for completed Client Media and applicable CAPV-provided online Media services.

As established in CAPV's Policies & Terms of Service, the six-month period applies, as appropriate to the particular Order, to completed Client Media maintained by CAPV, Property Websites, virtual tours, and external Media links provided or maintained as part of CAPV's services.

Eligible listings, tours, Property Websites, and associated hosted Media services may be renewed for an additional period where CAPV offers and accepts the applicable renewal.

Unless renewed or otherwise agreed by CAPV, CAPV may discontinue hosting, deactivate Property Websites or virtual tours, remove external Media links, or remove Client Media from active storage after the applicable availability period.

The Client remains responsible for downloading and maintaining copies of delivered Media that the Client wishes to preserve beyond CAPV's applicable standard availability period.

The six-month Media-availability period does not constitute a promise that CAPV will indefinitely preserve original captures, source files, working files, project files, editing files, raw captures, or other production materials.

Client Communications & Correspondence. CAPV may retain Client communications and correspondence as part of its business records. CAPV currently maintains Client-specific email correspondence in individual Client folders and does not routinely delete those records.

Accordingly, Client correspondence is not subject merely to the six-month Media-availability period described above.

Invoices, Orders & Business Records. CAPV may retain invoices, Orders, payment and transaction records, accounting information, tax information, contractual records, Client account information, and other business records for periods reasonably necessary for legitimate business administration, accounting or tax purposes, contractual matters, recordkeeping, security, dispute resolution, establishment or defense of legal claims, compliance with applicable law, or other legitimate purposes.

The expiration or removal of a Property Website, virtual tour, Delivery Site, Media link, or completed Client Media does not necessarily require deletion of the corresponding invoice, Order, Client, accounting, transaction, or communication record.

Marketing & Contact Information. Information maintained in CAPV's business/contact database may be retained for legitimate business and marketing purposes, subject to applicable opt-out choices and applicable law.

An individual's decision to opt out of CAPV marketing communications may stop future marketing solicitation through the applicable system without requiring CAPV to delete separate Order, invoice, transaction, contractual, correspondence, or other legitimate business records concerning that individual or business.

Third-Party Systems. Information maintained through RTV, PayPal, Google services, communications providers, website systems, or other Third-Party Platforms and Service Providers may also be subject to those providers' independent retention schedules, backup practices, legal obligations, system functionality, and privacy practices.

CAPV does not represent that information maintained independently by a Third-Party Platform will necessarily be deleted at the same time CAPV removes information from its own active records or systems.

CAPV may retain information for a longer period where reasonably necessary or required for legal compliance, accounting or tax obligations, contractual obligations, security, fraud prevention, disputes, legal claims, or other legitimate business purposes.

SECTION 13 — INFORMATION SECURITY & ACCESS CONTROLS

CAPV uses reasonable administrative, technical, and operational measures intended to protect information within CAPV's control against unauthorized access, use, disclosure, alteration, loss, or misuse.

The safeguards appropriate to particular information may vary depending upon the nature of the information, the system through which it is collected or maintained, the services involved, and the Third-Party Platforms or Service Providers supporting the applicable CAPV operation.

Authorized Access. Access to non-public Client, business, account, Order, communication, and transaction information maintained by CAPV is limited, as appropriate, to authorized CAPV personnel and authorized service providers who require access for legitimate business purposes.

CAPV may provide controlled access to its Webmaster or other authorized technical service providers when reasonably necessary to maintain, update, troubleshoot, secure, administer, or support CAPV's website or related systems.

CAPV currently uses two-factor authentication in connection with granting its Webmaster administrative/backend access to the CAPV website.

Business Communications. CAPV maintains separate business telephone lines for business communications. SMS/text communications sent to CAPV's business lines may display and maintain the sender's telephone number as part of the communication record.

CAPV may also use email, WhatsApp, RTV-supported communications, and other authorized communication systems. Information transmitted through an independent communications provider is also subject to that provider's systems, security practices, terms, and privacy practices.

Third-Party Systems. CAPV relies upon Third-Party Platforms and Service Providers for certain website, Client Portal, payment, communications, analytics, hosting, Media, and related business functions.

CAPV may select and use such providers for legitimate business purposes, but CAPV does not control every technical, administrative, security, backup, or operational measure used independently by those providers.

Users and Clients should use reasonable care when transmitting information electronically and should not send passwords, Social Security numbers, financial-account credentials, full payment-card information, or similarly sensitive information through CAPV's ordinary website contact forms, ordinary email, or other communication methods not intended for that purpose.

No Absolute Security Guarantee. No website, electronic communication, storage system, online platform, or method of transmitting information can be guaranteed to be completely secure under all circumstances.

CAPV therefore does not represent or guarantee that unauthorized access, loss, misuse, interception, or another security incident can never occur.

If CAPV becomes aware of a security incident involving information for which CAPV has responsibility, CAPV may investigate, take reasonable responsive measures, work with applicable service providers, and provide notifications where required by applicable law.

SECTION 14 — PRIVACY CHOICES, ACCESS, CORRECTION & DELETION REQUESTS

Individuals may contact CAPV with reasonable questions or requests concerning personal information maintained by CAPV.

Subject to applicable law, the nature of the information, CAPV's ability to reasonably identify the requester and locate the applicable records, and any legitimate basis for retaining information, a person may request that CAPV:

- provide information concerning personal information CAPV maintains about that person;
- correct or update inaccurate personal information;
- address information that the person believes was submitted to CAPV improperly or in error;
- delete personal information where deletion is reasonably appropriate and permitted;
- assist with an applicable marketing opt-out or communication preference; or
- address another reasonable privacy-related concern involving CAPV's handling of the person's information.

CAPV may take reasonable steps to verify the identity or authority of a person making a privacy request before providing, modifying, or deleting non-public information.

CAPV may request sufficient information to identify the applicable person, Client relationship, communication, Order, or record. CAPV will not require a requester to provide information that is unnecessary for reasonable verification of the request.

Limitations on Deletion Requests. A request to delete information does not necessarily require CAPV to delete every record associated with the requester.

CAPV may retain information where reasonably necessary or permitted for purposes including:

- completing or administering an existing Order, service, or Client relationship;
- maintaining invoices, payment records, transaction histories, and accounting or tax records;
- maintaining contractual and business records;
- documenting services performed, Media delivered, licenses granted, or transactions completed;
- maintaining correspondence reasonably relevant to CAPV's business records;
- detecting, preventing, or investigating fraud, misuse, security incidents, or unlawful activity;
- resolving complaints, chargebacks, disputes, or legal claims;
- establishing, exercising, or defending CAPV's legal rights;
- complying with applicable laws, regulations, legal processes, insurance requirements, or other legitimate recordkeeping obligations; or
- another legitimate business purpose permitted by applicable law.

Where CAPV cannot reasonably fulfill all or part of a privacy request, CAPV may explain the applicable limitation when appropriate.

Third-Party Information. A request made to CAPV does not necessarily cause information maintained independently by RTV, PayPal, Google, WhatsApp, a Client or Realtor, or another Third-Party Platform or Service Provider to be changed or deleted from that provider's independent systems.

Where appropriate, the requester may need to exercise available privacy rights directly with the applicable third party.

Marketing and Weekly Hit Report communication choices are addressed separately in this Privacy Policy and may be managed through the applicable opt-out functionality.

SECTION 15 — CHILDREN'S PRIVACY

CAPV's website, Client Portal, Property Websites, professional services, and related online services are intended for general business, real estate, Property marketing, and professional-service purposes and are not directed toward children under 13 years of age.

CAPV does not knowingly use its website or online services for the purpose of soliciting personal information from children under 13.

Because CAPV operates public-facing websites and Property marketing resources, CAPV cannot guarantee that a person under 13 will never view publicly available CAPV or Property Website content.

If CAPV learns that personal information belonging to a child under 13 has been submitted directly to CAPV through a website form or another CAPV-controlled communication method without appropriate authorization, CAPV may take reasonable steps to investigate and delete or otherwise appropriately address that information, subject to applicable law and any legitimate reason requiring its retention.

A parent or legal guardian who believes that a child under 13 has improperly provided personal information directly to CAPV may contact CAPV using the privacy contact information identified in this Privacy Policy.

This section concerns information submitted to CAPV and does not imply that CAPV controls information independently submitted to or maintained by a Realtor, Client, Third-Party Platform, or other independent party.

SECTION 16 — THIRD-PARTY SERVICES, POLICY CHANGES, GOVERNING LAW & CONTACT INFORMATION

Third-Party Services. CAPV's website, Client services, communications, payment workflow, Property Websites, Media delivery, analytics, and other business operations may use or interact with independent Third-Party Platforms and Service Providers.

These may include, as applicable, RTV, PayPal, Google services, WhatsApp, website hosting or maintenance providers, communications providers, and other services used for legitimate CAPV business functions.

An independent provider may collect, process, maintain, disclose, secure, or retain information according to its own privacy policy, terms, technologies, and legal obligations.

A link to, integration with, use of, or availability of an independent service through CAPV does not mean CAPV owns or operates that provider or controls all of its independent privacy practices.

CAPV remains responsible for CAPV's own conduct and handling of information to the extent required by applicable law or an applicable agreement.

Changes to This Privacy Policy. CAPV may revise this Privacy Policy from time to time to reflect changes in CAPV's website, services, technologies, business operations, Third-Party Platforms or Service Providers, security practices, legal requirements, or other legitimate operational needs.

When CAPV materially revises this Privacy Policy, CAPV should update the Effective Date associated with the published Privacy Policy so Users and Clients can identify the version currently in effect.

Unless applicable law requires otherwise, revisions apply prospectively to information practices occurring after the revised Privacy Policy becomes effective and do not retroactively alter contractual rights or obligations established under an existing CAPV Order or agreement.

Where a material change requires additional notice or consent under applicable law, CAPV may provide that notice or obtain that consent as appropriate.

Relationship to Other CAPV Documents. This Privacy Policy addresses CAPV's privacy and information-handling practices.

Use of CAPV's public website remains subject to the applicable CAPV Website Terms of Service.

Professional services, Orders, Media rights, Client obligations, Media availability, and other matters arising from a CAPV professional-service relationship remain governed by the applicable CAPV Policies & Terms of Service, Order documentation, and other applicable written agreements.

If a matter concerns both privacy practices and an existing professional-service relationship, the applicable CAPV documents should be read together according to their respective purposes.

Governing Law. This Privacy Policy is governed by the laws of the State of Alabama, without regard to conflict-of-law principles that would require application of another jurisdiction's law, except where applicable law requires otherwise.

To the extent a dispute arising specifically from CAPV's privacy practices may properly be heard in court, CAPV intends the appropriate state or federal courts serving Walker County, Alabama to constitute the applicable venue, subject to applicable law and any controlling agreement governing the underlying Client relationship or transaction.

Privacy Questions & Requests. Individuals may contact Central Alabama Photography and Video, LLC with questions concerning this Privacy Policy, CAPV's privacy practices, or a request concerning personal information maintained by CAPV.

Privacy inquiries may be submitted using CAPV's published website contact information or another authorized CAPV communication method.

When a request concerns information maintained through an independent Third-Party Platform or Service Provider, CAPV may direct the requester to that provider where the request concerns information or systems controlled independently by the provider.