

Communication Privacy Policy

Effective Date: 11/26/2024

Last Updated: 04/08/2025

At R.C. Carmichael Enterprises Inc. DBA American Audio (referred to as "we," "us," or "our"), we value your privacy and are committed to protecting the personal information you share with us. This Communication Privacy Policy outlines how we collect, use, store, and protect your information when you interact with our website, including through forms, emails, chats, or other communication channels. By opting into our SMS messaging service, you agree to the following terms regarding how we handle your data.

1. Information We Collect

We may collect the following types of information during communication via the website contact form, email, rental agreement, or third party reservation system:

- **Personal Information:** Name, email address, phone number, or other contact details provided voluntarily.
 - **Communication Content:** Any messages, inquiries, or feedback shared via contact forms, chat systems, or email.
 - **Technical Data:** Metadata, such as IP address, browser type, and timestamps, collected automatically for security and troubleshooting.
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2. How We Use Your Information

We use the information collected solely for the following purposes:

- To respond to your inquiries and provide customer support.
 - To process requests or services you have initiated.
 - To improve our communication systems and website functionality.
 - To comply with legal obligations or enforce our terms and policies.
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3. Messaging

Message and data rates may apply. Your mobile carrier may charge fees for sending or receiving text messages, especially if you do not have an unlimited texting or data plan. Messages are recurring and message frequency varies.

4. Sharing and Disclosure

We do not sell or rent your personal information to third parties for marketing purposes. R.C. Carmichael Enterprises Inc. DBA American Audio will not sell or rent the collected mobile numbers. However, we may share your information under the following circumstances:

- **With Service Providers:** Trusted third-party vendors who assist in operating our website, email systems, or other services (e.g., hosting providers, email marketing platforms).
- **Legal Requirements:** If required by law, legal process, or governmental request.
- **Protection of Rights:** To enforce our policies or protect our rights, property, or safety.

5. Cookies and Tracking Technologies

When you communicate with us through our website, cookies or similar technologies may collect data to enhance your experience.

6. Data Retention

We retain communication data only as long as necessary for the purposes outlined in this policy or as required by law. Once no longer needed, your information will be securely deleted. You may request deletion at any time.

7. Security

We implement industry-standard measures to protect your communication data from unauthorized access, disclosure, or misuse. However, no transmission method over the internet is entirely secure, so we encourage you to use caution when sharing sensitive information.

8. Your Rights

Depending on your location, you may have rights under applicable privacy laws, including:

- The right to access, update, or delete your personal information.
- The right to object to or restrict certain data processing.
- The right to file a complaint with a data protection authority.

To exercise these rights, contact us at Admin@americansmarthouse.com

9. Third-Party Links

Our website may include links to third-party websites or services. We are not responsible for their privacy practices. Please review their policies before engaging.

10. Updates to This Policy

We may update this policy from time to time. Changes will be posted on this page, and the "Last Updated" date will be revised accordingly. We encourage you to review this policy periodically.

11. Opt Out

To stop receiving text messages at any time simply reply STOP or CANCEL or UNSUBSCRIBE on the text message thread or reach out through the contact information below and request to be removed from future communications. After unsubscribing you will receive a final SMS to confirm you have unsubscribed and we will remove your number from our list within 24 hours.

12. Contact Us

If you have any questions or concerns about this Communication Privacy Policy, please contact us. You can send HELP for additional assistance, and you will receive a text including our phone number, email, and website. We are here to help you. You may also contact us using the following information.

American Audio
8501 Placida Road, Unit 3A, Placida FL 33946
Admin@americansmarthouse.com
941-776-4477

13. Additional Privacy Information

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

1. What personal information do we collect from the people that visit our blog, website or app?

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, phone number or other details to help you with your experience.

2. When do we collect information?

We collect information from you when you subscribe to a newsletter, respond to a survey, fill out a form, Use Live Chat, Open a Support Ticket or enter information on our site.

3. How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To allow us to better service you in responding to your customer service requests.
- To send periodic emails regarding your order or other products and services.
- To follow up with them after correspondence (live chat, email or phone inquiries)

4. How do we protect your information?

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

5. We do not use an SSL certificate

We do not need an SSL because: We never ask for sensitive personal information like credit card numbers.

6. Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browsers are a little different, look at your browser's Help Menu to learn the correct way to modify your cookies. If you turn cookies off, Some of the features that make your site experience more efficient may not function properly. It won't affect the user's experience that make your site experience more efficient and may not function properly.

7. Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

Third-party links: We do not include or offer third-party products or services on our website.

8. California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. - See more at:

<http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

9. According to CalOPPA, we agree to the following:

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

10. You will be notified of any Privacy Policy changes:

On our Privacy Policy Page

Can change your personal information:

- By emailing us
- By calling us
- By chatting with us or by sending us a support ticket

11. How does our site handle Do Not Track signals?

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

12. Does our site allow third-party behavioral tracking?

It's also important to note that we allow third-party behavioral tracking
COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

13. Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you via email

- Other

Within 90 business days

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

14. CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at Admin@americansmarthouse.com