

## **Privacy Policy**

Effective Date: May 5, 2025

**Mississippi Live Weather and Matt Laubhan Media LLC** ("we," "our," "us") values your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [Insert Website URL] or use our mobile applications.

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

We may collect the following types of information:

- **Personal Information:** Name, email address, postal address, telephone number, and any other information you provide when contacting us, signing up for newsletters, or participating in surveys.
- **Non-Personal Information:** IP address, browser type, device information, operating system, and browsing activity collected through cookies and similar technologies.
- **Location Data:** If you enable location services on your device, we may collect and use location data to provide relevant weather updates and improve our services.

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

We use the collected information for the following purposes:

- To provide weather updates and relevant content.
- To improve our website, mobile applications, and user experience.
- To send newsletters, promotions, or updates (if you opt in).
- To respond to inquiries and customer service requests.
- To analyze website and app traffic and trends.
- To use location data for providing localized weather updates and alerts.
- To conduct research and analysis to improve our services.

### **3. User-Generated Content**

By submitting any user-generated content (such as comments, photos, videos, or other materials) to our website, mobile applications, or social media platforms, you grant Mississippi Live Weather and Matt Laubhan Media LLC a non-exclusive, royalty-free, worldwide, perpetual license to use, reproduce, distribute, modify, display, and publish the content across all platforms, including but not limited to our website, mobile applications, social media channels, and marketing materials.

### **4. Cookies and Tracking Technologies**

We may use cookies and similar tracking technologies to enhance user experience. You can adjust your browser settings to refuse cookies, but this may affect website and app functionality.

We may also use web beacons, pixels, and other tracking technologies to collect information about your browsing activities over time and across different websites following your use of our services.

## **5. Information Sharing and Disclosure**

We do not sell or rent your personal information. However, we may share information:

- With third-party service providers that assist in website and app operations (e.g., analytics, email marketing).
- With our affiliates and partners for business purposes.
- When required by law or to protect our legal rights.
- In connection with a merger, acquisition, or sale of assets.

## **6. Data Security**

We take reasonable measures to protect your personal information from unauthorized access, alteration, or disclosure. However, no data transmission over the internet or mobile networks is 100% secure.

## **7. Third-Party Links**

Our website and mobile applications may contain links to third-party sites. We are not responsible for the privacy practices of these external websites. We encourage you to review the privacy policies of any third-party sites you visit.

## **8. Children's Privacy**

Our website and mobile applications are not intended for children under 13. We do not knowingly collect personal information from children. If we become aware that we have inadvertently received personal information from a user under the age of 13, we will delete such information from our records.

## **9. Your Rights and Choices**

You may opt out of marketing emails at any time by following the unsubscribe link in the email. You can also contact us to access, update, or delete your personal information. Depending on your jurisdiction, you may have additional rights regarding your personal information.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## **11. Contact Us**

If you have any questions about this Privacy Policy, you can contact us at:

[info@msliveweather.com](mailto:info@msliveweather.com)

Or:

Mississippi Live Weather  
398 East Main Street, Suite 105  
Tupelo, MS 38866