

Loving Legacy After Loss Services, LLC Privacy Policy

Last Updated: September 8, 2026

1. Acceptance of Privacy Policy

Welcome to Loving Legacy After Loss Services, LLC (“Loving Legacy” “we” or “us”) and our Privacy Policy (“Privacy Policy”). This Privacy Policy is important and affects your legal rights, so please read carefully.

By accessing or using lovinglegacyservice.com and various related websites and services (collectively, the “Loving Legacy Services”), you agree to be bound by this Privacy Policy and all of the terms incorporated herein by reference. By using the Loving Legacy Services and/or submitting or collecting any personal information via the Loving Legacy Services, you accept and expressly consent and agree to our practices surrounding the collection, use, and sharing of your personal information in accordance with this Privacy Policy. IF YOU DO NOT CONSENT AND AGREE WITH THE TERMS OF THIS PRIVACY POLICY, YOU CANNOT, AND WE DO NOT AUTHORIZE YOU TO, ACCESS, BROWSE, OR USE THE LOVING LEGACY SERVICES.

Our processing of personal information, such as your name, address, e-mail address, or telephone number, will be undertaken consistent with the requirements of applicable privacy laws.

2. Information We Collect

2.1 Personal Information We Collect Directly from You

We receive personal information as described to you at the point of collection, pursuant to your consent, and/or when you voluntarily provide us with personal information, including:

- (1) individual information (such as your name, e-mail address, mailing address and phone number); and
- (2) other identifying information that you voluntarily choose to provide to us, including without limitation unique identifiers and personal information in messages you send to us.

We may also collect additional information, which may be personal information, as otherwise described to you at the point of collection or pursuant to your consent.

2.2 Information We Automatically Collect When You Use Our Site

In order to access and use certain areas or features of the Loving Legacy Services, you consent to our collection and use of certain information about your use of the Loving Legacy Services through the use of tracking technologies or by other passive means, including when you receive, open, engage, forward, and/or click through the Services. Your consent to our access and use of this “passively collected” information includes, but is not limited to, the domain name of the website that allowed you to navigate to the Loving Legacy Services, search engines used, the internet protocol (IP) address used, the length of time spent on the Loving Legacy Services, the pages you looked at on the Loving Legacy Services, other webpages you visited before and after visiting the Loving Legacy Services, the type of device and/or internet browser you have, the frequency of your visits to the Loving Legacy Services, and other relevant statistics (collectively “Traffic Data”).

3. How We Collect Information

We collect information (including personal information and Traffic Data) when you use and interact with the Loving Legacy Services, and in some cases from third party sources. Such means of collection may include:

- When you access, use, or contact us through the Loving Legacy Services.
- When you voluntarily provide information through the Loving Legacy Services.
- If you use a location-enabled browser, we may receive information about your location and device.
- Through Cookies, analytics services, and other technologies (collectively, “Tracking Tools”).

4. Tracking Tools and Opt Out Options

4.1 Tracking Tools

We may use tools outlined below in order to provide the Loving Legacy Services, advertise to, and better understand users.

- **Cookies:** “Cookies” are small computer files transferred to your device that contain information such as user ID, user preferences, lists of pages visited and activities conducted while using the Loving Legacy Services. We use Cookies to: (i) improve and tailor the Loving Legacy Services, (ii) measure performance, (iii) customize user experiences, and for (iv) analytics and fraud prevention. For more information on Cookies, including how to control your Cookie settings and preferences, visit <http://www.allaboutCookies.org>. You can also manage Cookies in your web browser (for example, Edge, Explorer, Chrome, Safari). If you choose to change your settings, you may find that certain functions or features of the Loving Legacy Services will not work as intended. The following details the types of Cookies we use and why we use them:
 - Absolutely Necessary Cookies. These Cookies are essential to enable you to move around a website and use its features. Without these Cookies, services you have asked for, like adding items to an online order, cannot be provided.
 - Performance Cookies. These Cookies collect information about how you use the Loving Legacy Services. Information collected includes, the Internet browsers and operating systems used, the domain name of the website previously visited, the number of visits, average duration of visit, and pages viewed. These Cookies do not collect information that personally identifies you and only collect aggregated and anonymous information. Performance Cookies are used to improve the user-friendliness of a website and enhance your experience.
 - Functionality Cookies. These Cookies allow the Loving Legacy Services to remember choices you make (such as your username, language preference, or the area or region you are in) and provide enhanced, more personal features. These Cookies can also be used to remember changes you have made to text size, fonts, and other customizable parts of the Loving Legacy Services. The information these Cookies collect may be anonymized, and they cannot track your browsing activity on other websites.
- **Web Service Analytics:** We may use third-party analytics services in connection with the Loving Legacy Services, including, for example, to register mouse clicks, mouse movements, scrolling activity and text typed into the Loving Legacy Services. We use the information collected from these services to help make the Loving Legacy Services easier to use and as otherwise set forth in

Section 5 (How We Use Your Information). These analytics services generally do not collect personal information unless you voluntarily provide it.

4.2 Options for Opting out of Cookies and Mobile Device Identifiers

If we process Cookies based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any point in time by contacting us at info@lovinglegacyservice.com. Please note, if you exercise this right, you may have to provide your consent on a case-by-case basis to enable you to utilize some or all of the Loving Legacy Services.

You may be able to reject Cookies and/or mobile device identifiers by activating the appropriate setting on your browser or device. Although you are not required to accept Loving Legacy's Cookies, if you block or reject them, you may not have access to all features available through the Loving Legacy Services.

This Privacy Policy does not cover the use of Cookies and other Tracking Tools by any third parties, and we are not responsible for the privacy practices of any third party. Please be aware that some third-party Cookies can continue to track your activities online even after you have left the Loving Legacy Services.

4.3 “Do Not Track” (DNT) and Universal Opt-Out Preference Signals

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a “Do Not Track” (DNT) or similar feature that signals to web services that a visitor does not want to have their online activity and behavior tracked. If a web service operator elects to respond to a particular DNT signal, the web service operator may refrain from collecting certain personal information about the browser's user. Not all browsers offer a DNT option and there is currently no industry consensus as to what constitutes a DNT signal. For these reasons, many web service operators, including Loving Legacy, do not proactively respond to DNT signals. For more information about DNT signals, visit <https://fpf.org/thank-you-for-visiting-allaboutdnt-com/>.

New standards are being developed for a Universal Opt-Out Mechanism, such as the Global Privacy Control (GPC), which allow users with GPC-enabled browsers and devices to send a signal that will communicate the user's request to opt-out of sales of their personal information and to opt-out of certain sharing of their personal information. The CPRA and other laws allow for the acceptance of Opt-Out Preference Signals such as the GPC, as an option for users to transmit an Opt-Out of selling/sharing personal information. If we detect and recognize such a signal from your device or browser, we will honor it.

5. How We Use Your Information

We may use information (including information that has been de-identified and/or aggregated) to better understand who uses the Loving Legacy Services and how we can deliver a better user experience. We use information, including personal information, to provide the Loving Legacy Services and to help improve the Loving Legacy Services, to develop new services, and to advertise our services. Specifically, such use may include:

- Providing you with the products, services, and information you request.
- Corresponding with you.
- Providing, maintaining, administering, or expanding the Loving Legacy Services, performing business analyses, and for other internal purposes.
- Combining information received from third parties with information that we have from or about you and using the combined information for any of the purposes described in this Privacy Policy.

- Fulfilling our legal obligations, such as preventing, detecting, and investigating security incidents, fraud, and potentially illegal or prohibited activities.
- Enforcing our Privacy Policy and other agreements.

By providing your e-mail and/or phone number and checking a box, clicking the “complete” button, or some other affirmative act, you are consenting to receive e-mails and/or calls and text messages, including live, prerecorded, and/or automated calls and messages, to that email or phone number. After signing up, you will receive a confirmation e-mail or text message from Loving Legacy on your mobile number. This agreement is not entered into as a term or requirement of any purchase or promotion. Normal message and data rates may apply. Message frequency may vary. Neither we nor the participating carriers guarantee that messages will be delivered. We may discontinue these programs at any time without notice.

6. How We Share Your Information

In certain circumstances, and in order to perform the Loving Legacy Services, we may share certain information about you as described in this section:

- We do not sell or share your personal information to third parties.
- We may share your personal information with our partners to customize or display our advertising.
- We may share your personal information and/or Traffic Data with our service providers and processors who perform operational services for us (such as hosting, billing, fulfillment, data storage, security, insurance verification, or web service analytics).
- We may transfer your personal information to another company in connection with a proposed merger, sale, acquisition or other change of ownership or control by or of Loving Legacy (whether in whole or in part). We will make reasonable efforts to notify you before your information becomes subject to different privacy practices.
- We also may need to disclose your personal information or any other information we collect about you if we determine in good faith that such disclosure is needed to: (1) comply with or fulfill our obligations under applicable law; (2) protect the rights, property or safety of you, Loving Legacy or another party; (3) enforce this Privacy Policy or other agreements with you; or (4) respond to claims that any posting or other content violates third-party rights.

7. Collection and Use of Sensitive Information

We have not collected any sensitive personal information in the preceding twelve months. We may collect the following information from you if you provide it to the Loving Legacy Services:

- Government identifiers
- Complete account credentials
- Racial or ethnic origin
- Religious or philosophical beliefs
- Mail, email, or text message contents

8. Storage and Security of Information

Any information you send to us electronically, while using the Loving Legacy Services or otherwise interacting with us, may not be secure when it is transmitted to us. We recommend that you do not use unsecure channels to communicate sensitive or confidential information to us. Please be aware, despite our best efforts, no security measures are perfect or impenetrable, and we cannot guarantee “perfect security.” Any information you send us through any means is transmitted at your own risk.

9. Your Choices

9.1 Information You Provide

You can choose whether or not to provide personal information through the Loving Legacy Services. We will not discriminate against you for exercising any of your rights relating to your personal information and will not (i) deny you goods or services, (ii) provide you with a different level or quality of services, or (iii) charge you different prices for services for doing so.

9.2 Individual Privacy Rights

If you are a California resident or a resident of another state that provides for individual privacy rights, you may have the following rights in relation to personal information we have collected about you, to the extent required by the applicable law and subject to verification:

Right to Know/Access: You have the right to request certain information about our collection and use of personal information about you as described below:

- The specific pieces of your personal information collected.
- The categories of your personal information collected.
- The categories of sources from whom your personal information is collected.
- The purpose for collecting your personal information.
- The categories of third parties with whom we have shared your personal information.
- **Right to Delete:** You have the right to request that we delete certain personal information we have about you.
- **Freedom from Discrimination:** You have the right to be free from unlawful discrimination for exercising any of your privacy rights.
- **Right to Correct:** You have the right to request that we correct inaccurate personal information regarding the information you provide us.
- **Right to Restrict the Use of Sensitive Personal Information:** You have the right to restrict the use of your sensitive personal information.
- **Right to Access Information on Automated Decision-Making:** You have the right to access information collected through automated decision-making. Additionally, you can opt-out of our use of automated decision-making related to your personal information.

To make a request in relation to the above rights, please contact us using the information in Section 14 below. To fulfil your request, we will need to verify your identity. Only you or someone legally authorized to act on your behalf may make a request related to your personal information. To designate an authorized agent, the authorized agent must provide sufficient information that allows us to reasonably verify that you authorize them to act on your behalf.

10. How Long We Retain Your Information

We retain personal information about you for as long as necessary to provide you the Loving Legacy Services. In some cases, we retain personal information for longer, if doing so is necessary to comply with our legal obligations, or as otherwise permitted by applicable law. Afterwards, we retain some information in a de-identified and/or aggregated form but not in a way that would identify you personally.

11. Information Provided on Behalf of Children and Others

The Loving Legacy Services are not intended for use by children. Individuals under the age of 18 may not use the Loving Legacy Services. Loving Legacy does not knowingly collect any information from children. If you are under 18, do not attempt to register for the Loving Legacy Services or send us any personal information. By accessing, using and/or submitting information through the Loving Legacy Services, you represent that you are not younger than 18 and that you have authority to do so. If you are a parent or legal guardian of a minor child, you may, in compliance with this Privacy Policy, use the Loving Legacy Services on behalf of such minor child. Information you provide through the Loving Legacy Services on behalf of a minor child will be treated as personal information as provided herein. If you use the Loving Legacy Services on behalf of another person, regardless of age, you represent and warrant that you have authority to do so.

12. Third Party Web Services

The Loving Legacy Services may contain links or content from third party websites. A link or content from a third-party website does not mean we endorse that website, the accuracy of information presented, or the persons or entities associated with that website. If you visit a third-party website, you are subject to the privacy policy of the applicable third party and we are not responsible for the policies and/or practices of any third party. We encourage you to ask questions before you disclose your information to others.

13. Updates and Changes to Privacy Policy

The effective date of this Privacy Policy is set forth at the top of this webpage. We will notify you of any material change by posting notice on this webpage. Your continued use of the Loving Legacy Services after the effective date of any amendment to this Privacy Policy constitutes your acceptance of the amended Privacy Policy. We encourage you to periodically review this page for the latest information on our privacy practices. Any amended Privacy Policy supersedes all previous versions. IF YOU DO NOT AGREE TO FUTURE CHANGES TO THIS PRIVACY POLICY, YOU MUST STOP USING THE Loving Legacy SERVICES AFTER THE EFFECTIVE DATE OF SUCH CHANGES.

14. Contact Us

If you have any questions about this Privacy Policy, please contact us at info@lovinglegacyservice.com.