

Privacy Policy

Effective Date: March 1, 2023

At **ET Capital Partners, LLC** ("ET Capital," "we," "our," or "us"), your privacy is important to us. This Privacy Policy outlines how we collect, use, store, and share your personal information, including information collected through our website <https://www.etcapitalpartners.com> ("Site") and through SMS communications in compliance with **A2P 10DLC messaging standards**.

By visiting our Site or opting in to receive SMS communications from us, you agree to the practices outlined in this Privacy Policy.

1. Information We Collect

We collect the following types of information from you directly or automatically when you interact with our Site or communicate with us:

Personal Information:

- Name
- Mailing address
- Phone number (including mobile)
- Email address
- ET Capital account number
- Funeral or pre-planning preferences (if applicable)

Device & Usage Data:

- IP address, geolocation, browser type, OS
- Website interaction data (pages visited, clicks, time spent)
- Referral URLs and linked website activity

SMS Interaction Data:

- Opt-in and opt-out timestamps
 - Message delivery reports
 - Engagement data (replies, clickthroughs)
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2. How We Use Your Information

We use your information for the following lawful purposes:

- To provide and manage our services and customer support
 - To confirm appointments and send important service updates
 - To deliver marketing communications (with your explicit opt-in consent)
 - To process SMS confirmations and reminders via A2P messaging
 - To analyze usage patterns and improve our services and website
 - To comply with legal or regulatory obligations
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3. SMS Messaging Policy (A2P 10DLC Compliance)

By providing your mobile number and checking the opt-in box on our Site or communication form, you agree to receive text messages from ET Capital for the following:

- Appointment confirmations or rescheduling
- Account notifications or status updates
- Promotions, service updates, or educational content (if opted-in)

Message Frequency: Varies based on engagement (typically 1–4 per month)

Message & Data Rates: Standard rates may apply

Opt-Out Instructions: Reply **STOP** to unsubscribe. For assistance, reply **HELP** or email us at info@etcapitalpartners.com.

Consent is not a condition of purchase.

4. How We Share Your Information

We do **not sell or rent** your personal data, including SMS opt-in information. We only share it in the following scenarios:

- With **authorized service providers** (e.g., CRM systems, SMS platforms)
 - As required by law or in response to lawful requests (e.g., subpoenas)
 - To prevent fraud or protect our network integrity
 - With third-party analytics services (e.g., Google Analytics) in anonymized form
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5. Cookie & Tracking Technologies

We use cookies, web beacons, and similar technologies for:

- Website functionality
- User experience customization
- Traffic analysis and remarketing

You may disable cookies in your browser settings, though certain features may not function as intended.

6. Data Retention & Security

We retain your data only as long as necessary for the purposes described. We implement technical and administrative safeguards to protect your data. However, no system is 100% secure, and we cannot guarantee absolute protection.

7. Your Choices & Rights

- **Opt-Out of SMS:** Reply STOP at any time.
 - **Update or Correct Data:** Contact us to amend your records.
 - **Access or Delete Your Data:** Send a request to info@etcapitalpartners.com.
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8. Third-Party Links

Our Site may contain links to external websites. We are not responsible for the privacy practices of third-party sites. Please consult their policies separately.

9. Children's Privacy

Our services are not intended for individuals under 18. We do not knowingly collect personal data from minors.

10. Updates to This Privacy Policy

We may revise this Privacy Policy periodically. We will update the "Effective Date" and post changes on our Site. Continued use of our Site or services after changes are posted indicates your agreement.

11. Contact Us

If you have questions about this Privacy Policy, SMS communications, or your data rights, please contact us:

ET Capital Partners, LLC

 Email: info@etcapitalpartners.com

 Address: 12100 Meredith Drive Suite 102E Urbandale, Iowa 50323