

# American Heritage Lending LLC

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## PRIVACY POLICY

### INTRODUCTION

**American Heritage Lending LLC** ("we" or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and disclose your personal information when you use our website [www.ahlendllc.com](http://www.ahlendllc.com).

This Privacy Policy applies to the personal information we collect through the Website and any other online services or applications we provide that link to this Privacy Policy. By using the Website, you consent to our collection, use, and disclosure of your personal information as described in this Privacy Policy.

### INFORMATION WE COLLECT

We may collect the following types of personal information from you:

- Contact information, such as your name, email address, zip code and phone number
- Demographic information, such as your age, gender, and location
- Usage information, such as your IP address, browser type, and operating system
- Device information, such as your device type, device ID, and mobile network information
- Behavioral information, such as your browsing history, search history, and interactions with our website

We collect this information through various means, including when you:

- Fill out a form on our website
- Contact us through our website
- Use our website, including any features or services we offer through the Website
- Interact with our advertisements, including those served by third-party advertising partners

Visiting [www.ahlendllc.com](http://www.ahlendllc.com) from Outside the United States

The Site is hosted in the United States by GoDaddy. If you are accessing the Site from outside the United States, please be advised that the information you provide us may be transferred to, processed and stored in the United States where our servers are located and our central database is operated. You acknowledge and understand that the data protection and other laws of the United States might not be as comprehensive as those in your country. Through your continued use of the Site (which is governed by U.S. law, this privacy policy, and our Terms of Service), you consent to the transfer of your personal information to the United States.

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We may use cookies and similar technologies to:

- Remember your preferences and settings
- Provide personalized content and advertising
- Measure and analyze the effectiveness of our website and our advertisements
- Detect and prevent fraud

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly.

## **HOW WE USE YOUR INFORMATION**

We may use your personal information for the following purposes:

- To provide you with the products and services you request
- To communicate with you about your account or our products and services
- To personalize your experience on our website
- To measure and analyze the effectiveness of our website and our advertisements
- To detect and prevent fraud
- To comply with our legal obligations

We may also use your personal information for other purposes that are compatible with the above purposes or that you have consented to.

## **SHARING YOUR INFORMATION**

We may share your personal information with the following categories of third parties:

- Service providers, such as payment processors, email service providers, and analytics providers
- Advertising partners, such as Google Ads and Microsoft Ads
- Law enforcement authorities or other government officials, to comply with a legal obligation or a court order
- Third parties in connection with a merger, acquisition, or sale of all or a portion of our assets

We require our third-party service providers to use your personal information only for the purposes for which we have shared it with them and to protect your personal information in accordance with this