

DATA TREATMENT & PRIVACY POLICY

Blink Design Studio LLC

blinkstudio.co

Effective Date: April 16, 2026

1. Introduction

Blink Design Studio LLC ("Blink," "we," "us," or "our") is committed to protecting the privacy and security of personal information collected through our website at blinkstudio.co (the "Website"). This Data Treatment & Privacy Policy ("Policy") describes how we collect, use, disclose, store, and protect your personal information when you visit our Website, use our services, or interact with us electronically.

This Policy is designed to comply with applicable United States federal and state privacy laws, including the California Consumer Privacy Act as amended by the California Privacy Rights Act (CCPA/CPRA), the CAN-SPAM Act, the Children's Online Privacy Protection Act (COPPA), and other applicable state privacy regulations.

By accessing or using our Website, you acknowledge that you have read and understood this Policy. If you do not agree with our practices, please do not use our Website or provide us with your personal information.

2. Information We Collect

2.1 Information You Provide Directly

We collect personal information that you voluntarily provide to us through various interactions with our Website, including:

- **Contact and Quote Request Forms:** name, email address, phone number, company name, job title, and details about your project or event needs.
- **Account Registration:** when you create an account on our client portal, we collect your name, email address, password, company information, and communication preferences.
- **File Uploads:** documents you submit through our Website, such as RFPs (Requests for Proposal), floor plans, design briefs, technical specifications, and other project-related files. These files may contain personal or business information.
- **Newsletter Subscriptions:** email address and, optionally, your name and company.
- **Communications:** any information you include in emails, chat messages, or other correspondence with us.

2.2 Information Collected Automatically

When you visit our Website, certain information is collected automatically through cookies and similar technologies:

- **Device and Browser Information:** IP address, browser type and version, operating system, device type, screen resolution, and language preferences.
- **Usage Data:** pages visited, time spent on pages, click patterns, referring URLs, and navigation paths through the Website.
- **Location Data:** approximate geographic location derived from your IP address (city/region level only).
- **Google Analytics Data:** we use Google Analytics to collect aggregated usage statistics, including session duration, bounce rates, and user flow information. Google Analytics uses cookies to track visitor interactions.

2.3 Information from Third Parties

We may receive information about you from third-party sources, including business partners, marketing partners, publicly available databases, and social media platforms, which we may combine with other information we collect about you.

3. How We Use Your Information

We use the personal information we collect for the following business purposes:

- **Service Delivery:** to respond to your inquiries, process quote requests, manage your account, deliver project-related services, and communicate about your projects.
 - **Website Operation:** to operate, maintain, and improve our Website, including troubleshooting, data analysis, testing, and system maintenance.
 - **Marketing and Communications:** to send you newsletters, promotional materials, industry insights, and information about our services, trade shows, and events (with your consent where required).
 - **Analytics and Improvement:** to understand how visitors use our Website, identify trends, and improve user experience, content, and functionality.
 - **Security and Fraud Prevention:** to detect, prevent, and address technical issues, unauthorized access, and fraudulent activity.
 - **Legal Compliance:** to comply with applicable laws, regulations, legal processes, or enforceable governmental requests.
 - **Business Operations:** for internal administration, record-keeping, contract management, and business development.
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4. Cookies and Tracking Technologies

4.1 Types of Cookies We Use

Our Website uses the following categories of cookies:

- **Strictly Necessary Cookies:** essential for the Website to function properly, including session management, security, and load balancing. These cookies cannot be disabled.

- **Analytics Cookies (Google Analytics):** help us understand how visitors interact with our Website by collecting and reporting information anonymously. Google Analytics cookies include `_ga`, `_ga_*`, and `_gid`.
- **Functional Cookies:** enable enhanced functionality and personalization, such as remembering your preferences, language settings, and login credentials for the client portal.

4.2 Managing Cookies

You can control and manage cookies through your browser settings. Most browsers allow you to refuse or delete cookies. Please note that disabling certain cookies may affect the functionality of our Website. You may also opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on, available at tools.google.com/dlpage/gaoptout.

4.3 Do Not Track Signals

Our Website currently does not respond to “Do Not Track” (DNT) browser signals. However, you can manage your privacy preferences through cookie settings and the opt-out mechanisms described above.

5. How We Share Your Information

We do not sell your personal information. We may share your information in the following circumstances:

- **Service Providers:** we share information with trusted third-party service providers who assist us in operating our Website, conducting business, and serving you, including hosting providers, email service providers, analytics providers (Google LLC), and IT security vendors. These providers are contractually obligated to use your information only for the purposes we specify.
- **Business Transfers:** in the event of a merger, acquisition, reorganization, bankruptcy, or sale of all or a portion of our assets, your personal information may be transferred as part of the transaction.
- **Legal Requirements:** we may disclose your information when required by law, subpoena, court order, or governmental regulation, or when we believe disclosure is necessary to protect our rights, your safety, or the safety of others.
- **With Your Consent:** we may share your information for any other purpose disclosed to you at the time we collect the information, or with your express consent.

6. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including to satisfy legal, accounting, or reporting requirements. Specific retention periods include:

- **Contact and Quote Information:** retained for up to three (3) years after your last interaction with us, unless a longer retention period is required for legal or contractual purposes.

- **Account Information:** retained for the duration of your account and for up to two (2) years after account closure.
- **Uploaded Files (RFPs, Briefs, Plans):** retained for the duration of the project engagement plus two (2) years, after which they are securely deleted unless otherwise agreed.
- **Analytics Data:** Google Analytics data is retained according to Google's data retention settings, which we have configured to 14 months.
- **Marketing Communications Data:** retained until you unsubscribe or request deletion, plus a suppression record to honor your opt-out.

When personal information is no longer needed, we securely delete or anonymize it in accordance with our data disposal procedures.

7. Data Security

We implement reasonable and appropriate technical, administrative, and physical safeguards to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit using SSL/TLS protocols (HTTPS)
- Secure storage of account credentials using industry-standard hashing algorithms
- Access controls limiting employee and contractor access to personal information on a need-to-know basis
- Regular security assessments and vulnerability scanning of our Website infrastructure
- Secure file upload mechanisms with malware scanning
- Employee training on data protection and privacy best practices

While we strive to protect your personal information, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security but are committed to promptly addressing any security incidents in accordance with applicable breach notification laws.

8. Your Privacy Rights

8.1 Rights Under the California Consumer Privacy Act (CCPA/CPRA)

If you are a California resident, you have the following rights under the CCPA as amended by the CPRA:

- **Right to Know:** you have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the business purposes for collection, and the categories of third parties with whom we share your information.
- **Right to Delete:** you have the right to request the deletion of your personal information that we have collected, subject to certain exceptions.
- **Right to Correct:** you have the right to request that we correct inaccurate personal information we maintain about you.

- **Right to Opt-Out of Sale/Sharing:** we do not sell or share your personal information for cross-context behavioral advertising. If this practice changes, we will provide a “Do Not Sell or Share My Personal Information” link on our Website.
- **Right to Limit Use of Sensitive Personal Information:** if we collect sensitive personal information, you have the right to limit its use to what is necessary for providing our services.
- **Right to Non-Discrimination:** we will not discriminate against you for exercising any of your CCPA/CPRA rights. You will not receive different pricing, quality, or service levels for exercising your rights.

To exercise any of these rights, please submit a verifiable consumer request by contacting us at the information provided in Section 13. We will respond to your request within 45 days, as required by law. If we need additional time, we will notify you of the extension and the reason for it.

8.2 Rights Under Other State Privacy Laws

Residents of states with comprehensive privacy laws (including Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Montana, and others that have enacted or will enact privacy legislation) may have similar rights, including the right to access, correct, delete, and obtain a copy of their personal information, as well as the right to opt out of targeted advertising and profiling. To exercise these rights, please contact us using the information in Section 13.

8.3 Verification of Requests

To protect your privacy and security, we will take reasonable steps to verify your identity before fulfilling any privacy rights request. This may include asking you to confirm your email address, provide account information, or respond to a verification email. We may ask for additional documentation if we cannot reasonably verify your identity through the information we already have.

9. Children’s Privacy

Our Website and services are not directed to children under the age of 16. We do not knowingly collect, use, or disclose personal information from children under 16. If we learn that we have inadvertently collected personal information from a child under 16, we will promptly delete that information. If you believe that a child under 16 has provided us with personal information, please contact us immediately at the information provided in Section 13.

10. International Considerations

Blink Design Studio LLC is based in Orlando, Florida, United States. If you access our Website from outside the United States, including from Canada or Europe, please be aware that your information may be transferred to, stored, and processed in the United States, where data protection laws may differ from those of your jurisdiction. By using our Website, you consent to the transfer of your information to the United States.

If you are located in the European Economic Area (EEA), the United Kingdom, or Canada, we will process your data in accordance with applicable requirements and will implement appropriate

safeguards for any international data transfers, including standard contractual clauses where applicable.

11. Third-Party Links and Services

Our Website may contain links to third-party websites, social media platforms, or services that are not operated by us. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services. We encourage you to review the privacy policy of every site you visit. The inclusion of any link does not imply endorsement by Blink Design Studio LLC.

12. Changes to This Policy

We may update this Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. When we make material changes, we will update the “Effective Date” at the top of this Policy and, where appropriate, notify you via email or a prominent notice on our Website. We encourage you to review this Policy periodically to stay informed about how we are protecting your information.

13. Contact Us

If you have any questions, concerns, or requests regarding this Policy or our data practices, please contact us at:

Blink Design Studio LLC

Orlando, Florida, United States

Email: lina.trujillo@blinkstudio.co

Website: blinkstudio.co

For CCPA/CPRA-specific requests, you may also contact us using the subject line “Privacy Rights Request” in your email.

14. Consent and Acknowledgment

By using our Website, creating an account, submitting information through our forms, or uploading files, you consent to the collection, use, and disclosure of your personal information as described in this Policy. Where required by law, we will obtain your explicit consent before collecting or processing sensitive personal information.

Blink Design Studio LLC

Last updated: April 16, 2026

This policy is subject to review by qualified legal counsel before publication.