



ESP Ultrasound, LLC

Privacy Policy

ESP Ultrasound, LLC is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you use our website, products, and services (collectively called “Services”). Please read this policy carefully. By using our Services, you agree to the practices described below.

1. Information We Collect

We collect the following categories of personal information from or about you:

- Full name
- Email address
- Billing/Shipping address
- Phone number
- Date of birth
- School or academic institution affiliation
- Product and course purchases, including transaction history and payment records

We collect this information when you create an account.

2. How We Use Your Information

We use the information we collect to:

- Provide, manage, and improve our educational Services and course materials
- Process transactions and send related information, including purchase confirmations and invoices
- Send you marketing communications, course updates, and promotional offers via email (see Section 4 below regarding email communications)
- Communicate important announcements about the operation of our Services
- Verify your identity and eligibility to use the Services
- Comply with applicable legal obligations
- Enforce our Terms of Use Agreement and other policies

3. How We Share Your Information

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

Service Providers

We use third-party service providers to help operate our Services, including email marketing platforms. One such provider is Mailchimp (Intuit Inc.), which we use to send marketing and course-related emails. When we share your information with Mailchimp, they act as a data processor on our behalf and are contractually required to use your information only as directed by us and in accordance with their own privacy practices. You can review Mailchimp's privacy policy at <https://www.intuit.com/privacy/statement/>.

Legal Requirements

We may disclose your information if required to do so by law, regulation, or legal process, or if we believe disclosure is necessary to protect the rights, property, or safety of ESP, our users, or others.

Business Transfers

In the event of a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred as part of that transaction. We will notify you of any such change as required by applicable law.

Disclosure of User Status

As noted in our Terms of Use, ESP reserves the right to disclose that you are a user of our Services.

4. Email Communications and Mailchimp

We use Mailchimp to send you marketing emails, course announcements, and other Service-related communications. By providing your email address and using our Services, you consent to receive these communications.

In connection with our use of Mailchimp, we comply with the following requirements:

- We only send emails to individuals who have provided their contact information through legitimate means in connection with our Services.
- Every marketing email we send includes a clear and easy way to unsubscribe or opt out of future marketing communications.
- We honor all opt-out and unsubscribe requests promptly, as required by the CAN-SPAM Act and Mailchimp's terms of service.
- We do not use Mailchimp to send unsolicited bulk emails (spam).
- We maintain accurate and up-to-date subscriber lists and promptly remove individuals who request to be removed.

Even if you opt out of marketing emails, ESP may still need to send you important, non-marketing communications related to your account or the operation of the Services (such as security notices or significant policy changes).

5. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, to comply with our legal obligations, resolve disputes, and enforce our agreements. When your information is no longer needed, we will securely delete or anonymize it.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure. You are responsible for maintaining the confidentiality of your account credentials. If you believe your account has been compromised, please notify us immediately at info@esp-inc.com.

7. Your Choices and Rights

Opt-Out of Marketing Emails

You may opt out of receiving marketing emails from us at any time by clicking the “unsubscribe” link included in every marketing email, or by contacting us at info@esp-inc.com. Please note that opting out of marketing emails does not opt you out of important Service-related communications.

Updating Your Information

You are responsible for keeping your profile information current. You may update your information by logging into your account or by contacting us at info@esp-inc.com.

Canadian Residents (PIPEDA)

If you are located in Canada, you have rights under the Personal Information Protection and Electronic Documents Act (PIPEDA), including the right to access your personal information, request corrections, and withdraw consent (subject to legal or contractual restrictions). To exercise these rights, please contact us using the information in Section 10 below.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will post the revised policy on our website and update the effective date at the top of this page. We encourage you to review this Privacy Policy periodically. Your continued use of our Services after any changes constitutes your acceptance of the updated policy. This mirrors the approach described in our Terms of Use Agreement.

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

ESP Ultrasound, LLC

P.O. Box 7439

The Woodlands, TX 77387

Email: info@esp-inc.com

Website: <http://www.esp-inc.com>
