

# Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally identifiable information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

## **What personal information do we collect from the people that visit our blog, website or app?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, phone number or other details to help you with your experience.

## **When do we collect information?**

We collect information from you when you fill out a form or enter information on our site.

## **How do we use your information?**

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To send periodic emails regarding your order or other products and services.

## **How do we protect visitor information?**

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

We do not use an SSL certificate

- We only provide articles and information, we never ask for personal or private information like email addresses, or credit card numbers.

## **Do we use 'cookies'?**

We do not use cookies for tracking purposes

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies off, some features will be disabled that make your site experience more efficient and some of our services will not function properly.

However, you can still place orders .

## **Third-Party Disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## **Third-party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no

responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

## We have implemented the following:

- Remarketing with Google AdSense
- Google Display Network Impression Reporting
- Demographics and Interests Reporting
- DoubleClick Platform Integration

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page.

Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

## **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. – See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

## **According to CalOPPA we agree to the following:**

Users can visit our site anonymously

Once this privacy policy is created, we will add a link to it on our home page, or as a minimum on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy', and can be easily be found on the page specified above.

Users will be notified of any privacy policy changes:

- On our Privacy Policy Page

Users are able to change their personal information:

- By emailing us

## **How does our site handle do not track signals?**

We don't honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place. We don't honor them because:

## **Does our site allow third-party behavioral tracking?**

It's also important to note that we do not allow third party behavioral tracking

## **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

## **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

## **In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

- Within 7 business days

We will notify the users via in site notification

- Within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

## **CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

## **Cookies Policy**

### **Consent**

By using our website, you consent to the use of cookies in accordance with this Cookies Policy. You will have seen a pop up to this effect on your first visit to this website; although it will not usually appear on subsequent visits, you may withdraw your consent at any time by following the instructions below.

### **What are Cookies?**

A cookie is a text-only string of information that the Services transfer to the "cookie" file of the browser you are using so that the Services can recognize your computer when you re-visit and remember certain information about you, such as which pages you visit, choices you make from menus, and the time and date of your visit.

### **Types of Cookies**

There are two main types of cookies:

- (i) Session cookies: these are temporary cookies that expire when you close your browser. Session cookies allow the Services to recognize your computer as you navigate between pages during a single browser session, allowing you to use the Services most efficiently.
- (ii) Persistent cookies: these are stored on your computer between browsing sessions until they expire or are deleted. They allow the Services to remember your preferences and tailor services to you.

### **Changing your cookie settings**

Please note that internet browsers allow you to change your cookie settings. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these

settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

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### **Information Collected by our Analytics Software**

Some of the cookies we use are 'analytical' cookies. Our analytics software (Google Analytics and /or SiteImprove) allows us to recognize and count the number of visitors and to see how visitors move around the Services when they are using the Services. This helps us to improve the way the Services work, e.g., by making sure that users are finding what they need easily. The following types of information are collected by our analytics software:

- User's demographic information, e.g., language preference and location (city, country/territory, continent, sub-continental region).
- User's behavior, e.g., whether the user is a new or returning visitor, the frequency of visits/date of last visit.
- User's technology, e.g., operating system, network/service provider (ISP and network host).
- Mobile information, e.g. whether the user accessed the Services via a mobile device and, if so, the type of device (brand, service provider, operating system and input selection method).
- Traffic source, e.g., direct (i.e., the user typed in the URL themselves) or referral (i.e., the user clicked on a link) and for referral traffic, the traffic source (search engine or link); also the Google search term (if applicable) that resulted in the link to the Website.

- Content viewed, e.g., pages, files, and directories clicked on, landing pages/exit pages and search words (if any) used on the Website.

## **Disabling cookies**

If you do not want information collected through the use of cookies please disable them by following the instructions for your browser. Information about the procedure you are required to follow in order to disable cookies can be found on at [www.allaboutcookies.org](#).

After your initial visit to this website we may change the cookies we use. This cookies policy will always allow you to know who is placing cookies, for what purpose and give you the means to disable them so you should check it from time to time.

Please be aware that if cookies are disabled not all features of the Services may operate as intended.