

## **Privacy Policy**

We value your privacy and want to ensure you that any personal information collected as part of our work or your engagement on this website are held in the utmost confidentiality. We will email you on for reasons that benefit you—updates to your work and new product offers that are perfectly suited to your needs.

You'll find our full Privacy Policy below. This policy is being presented for those who are concerned with how your 'Personally Identifiable Information' (PII) is being used online.

PII, as described 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.

## **Privacy Policy**

### WHEN YOU VISIT OUR WEBSITE, WHAT PERSONAL INFORMATION DO WE COLLECT?

When subscribing to any materials on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, credit card information or other details to help you with your experience.

### WHEN DO WE COLLECT INFORMATION?

We collect information from you when you register on our site or for a program, opt in to receive a PDF booklet via email, or reach out to connect directly with us.

### HOW DO WE USE YOUR INFORMATION?

We may use the information we collect from you when you register, sign up for our free marketing pieces (PDF booklets, etc.), surf the website, or use certain other site features in the following ways:

- To quickly process your transactions.
- To send periodic emails regarding our latest programs and/or products.
- To follow up with you after correspondence (contact form or email inquiries)

### HOW DO WE PROTECT YOUR 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.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when you register for a program or download a product. All transactions are processed through a gateway provider and are not stored or processed on our servers.

#### DO WE USE 'COOKIES'?

No, we do not use cookies.

#### THIRD-PARTY DISCLOSURE

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential.

We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

#### THIRD-PARTY LINKS

We do not include or offer third-party products or services on our website.

#### 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 may at some point use Google AdSense Advertising on our website. Should we do so, Google, as a third-party vendor, will use cookies to serve ads on our site. Google's use of

the DART cookie enables it to serve ads to our users based on previous visits 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.

## 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 by 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 any 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 or companies with whom it is being shared. - See more at: <http://consumercal.org/california-online-privacy-protection-actcaloppa/#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 easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

## HOW DOES OUR SITE HANDLE DO NOT TRACK SIGNALS?

We 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.

## 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:

We will notify you via email

- 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 the right to legally pursue 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 government agencies 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.

WE COLLECT YOUR EMAIL ADDRESS IN ORDER TO:

- Send information, respond to inquiries, and/or other requests or questions
- Confirm registration for a program

- Send you additional information related to your program or product
- Market to our mailing list or continue to send emails to our clients after the original registration or submission has occurred.

TO BE IN ACCORDANCE WITH CANSPAM, WE AGREE TO THE FOLLOWING:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

IF AT ANY TIME YOU WOULD LIKE TO UNSUBSCRIBE FROM RECEIVING FUTURE EMAILS, YOU CAN EMAIL US AT

- Follow the instructions at the bottom of each email.

and we will promptly remove you from ALL correspondence.

CONTACTING US

If there are any questions regarding this privacy policy, you may contact us using the information below.