

# Our Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit our site (the “Site”).

## Personal Information We Collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, which websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information”.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

## How Do We Use Your Personal Information?

When in line with the preferences you have shared with us, we provide you with information or advertising related to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## Sharing Your Personal Information

We share your Personal Information with third parties to help us use your Personal Information as described above. We use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **Do Not Track**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **Your Rights**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to the United States.

## **Data Retention**

When you give us your personal information on the Site, we will maintain your Personal Information for our records unless and until you ask us to delete this information. Data that has been removed will be in archives for up to 30 days and then removed automatically.

## **Minors**

The Site is not intended for individuals under the age of 16. If you are under the age of sixteen, you must ask your parent or guardian before you email the Site, request that we send any information to you, or purchase any resources at the Site.

## **Changes**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

## **Unsubscribe from Our Mailings and Emails**

If you desire to unsubscribe from our mailings or emails, simply click unsubscribe at the bottom of any email or feel free to contact us please contact us using the contact information below.