

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. 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 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 REGISTER ON OUR SITE 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 TO QUICKLY PROCESS YOUR TRANSACTIONS.

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 A USER ENTERS, SUBMITS, OR ACCESSES THEIR INFORMATION TO MAINTAIN THE SAFETY OF YOUR PERSONAL INFORMATION. ALL TRANSACTIONS ARE PROCESSED THROUGH A GATEWAY PROVIDER AND ARE NOT STORED OR PROCESSED ON OUR SERVERS.

DO WE USE COOKIES?

YES. COOKIES ARE SMALL FILES THAT A SITE OR ITS SERVICE PROVIDER TRANSFERS TO YOUR COMPUTERS HARD DRIVE THROUGH YOUR WEB BROWSER (IF YOU ALLOW) THAT ENABLES THE SITES OR SERVICE PROVIDERS SYSTEMS TO RECOGNIZE YOUR BROWSER AND CAPTURE AND REMEMBER CERTAIN INFORMATION. FOR INSTANCE, WE USE COOKIES TO HELP US REMEMBER AND PROCESS THE ITEMS IN YOUR SHOPPING CART. THEY ARE ALSO USED TO HELP US UNDERSTAND YOUR PREFERENCES BASED ON PREVIOUS OR CURRENT SITE ACTIVITY, WHICH ENABLES US TO PROVIDE YOU WITH IMPROVED SERVICES. WE ALSO USE COOKIES TO HELP US COMPILE AGGREGATE DATA ABOUT SITE TRAFFIC AND SITE INTERACTION SO THAT WE CAN OFFER BETTER SITE EXPERIENCES AND TOOLS IN THE FUTURE. WE USE COOKIES TO UNDERSTAND AND SAVE USERS PREFERENCES FOR FUTURE VISITS.

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 SETTINGS. SINCE BROWSER IS A LITTLE DIFFERENT, LOOK AT YOUR BROWSERS HELP MENU TO LEARN THE CORRECT WAY TO MODIFY YOUR COOKIES. IF YOU TURN COOKIES OFF, IT WONT AFFECT THE USERS EXPERIENCE .

THIRD-PARTY DISCLOSURE WE DO NOT SELL, TRADE, OR OTHERWISE TRANSFER TO OUTSIDE PARTIES YOUR PERSONALLY IDENTIFIABLE INFORMATION UNLESS WE PROVIDE USERS WITH ADVANCE NOTICE. 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 ITS 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. WE DO NOT INCLUDE OR OFFER THIRD-PARTY PRODUCTS OR SERVICES ON OUR WEBSITE.

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

YOU CAN CHANGE YOUR PERSONAL INFORMATION BY LOGGING IN TO YOUR ACCOUNT

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.

DOES OUR SITE ALLOW THIRD-PARTY BEHAVIORAL TRACKING?

ITS ALSO IMPORTANT TO NOTE THAT WE DO NOT ALLOW THIRD-PARTY BEHAVIORAL TRACKING

WE DO NOT SPECIFICALLY MARKET TO CHILDREN UNDER THE AGE OF 13 YEARS OLD AND DO NOT LET THIRD-PARTIES, INCLUDING AD NETWORKS OR PLUG-INS COLLECT PII FROM CHILDREN UNDER 13

FAIR INFORMATION PRACTICES

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 THE USERS VIA IN-SITE NOTIFICATION WITHIN 7 BUSINESS DAYS.