

## 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 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, sign up for our e-mail listing, or surf the website, or use certain other site features in the following ways:

- To send periodic emails regarding our products and services.

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

- We have an SSL certificate.

### **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.

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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 make donations.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

### **Third-party links**

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

### **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 found on the page specified above.

Users will be notified of any privacy policy changes:

- On our Privacy Policy

Users are able to change their personal information:

- By emailing us

### **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:**

We will notify the users via email within 14 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 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.
- Market to our mailing list or continue to send emails to our visitors after the original transaction has occurred.

### **To be in accordance with CANSPAM we agree to the following:**

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- NOT use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests promptly.

**If at any time you would like to unsubscribe from receiving future emails, you can email us at [eric@ericrod.com](mailto:eric@ericrod.com)**

### **Contacting Us**

If there are any questions regarding this privacy policy you may contact us via email at [eric@ericrod.com](mailto:eric@ericrod.com)