

## CraigMorfett.com Privacy Policy

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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 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 website?**

When contacting us from our website, you may be asked to enter your name, email address or other details so we can correspond with you.

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

We collect information from you when you subscribe to a newsletter, fill out a form, Use Live Chat or enter information on our site.

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

We may use the information we collect from you when you 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.
- To follow up with them after correspondence (live chat, email or phone inquiries)

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

We only provide articles and information. We never ask for credit card numbers. 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.

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

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. We use cookies 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 user's preferences for future visits.
- Keep track of advertisements.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

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 browser's Help Menu to learn the correct way to modify your cookies.

**If users disable cookies in their browser:**

If you turn cookies off, Some of the features that make your site experience more efficient may not function properly. Some of the features that make our website experience more efficient, may not function properly.

**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.

**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>

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 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.

**We have implemented the following:**

- Google Display Network Impression Reporting
- Demographics and Interests Reporting

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 by using the Google Analytics Opt Out Browser add on.

**Fair Information Practices**

In the unlikely event of a data breach, we will notify you via email within 7 business days.

Should you wish to complain about an instance of how we've used our data, you may contact the Information Commissioners Office on their website <https://ico.org.uk/>.

### **How we may use your collected e-mail address**

#### **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 email our clients.

#### **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
- Honour 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 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 on our contact page