

## **Their data**

We process information in accordance with our [Privacy Policy](#). By using our site, users consent to that processing and confirm that all data provided by them is accurate. We may also obtain information about use of our sites and general internet usage by using a cookie file which is stored on the user' hard drive of their computer.

## **Personal information we collect**

When a user visits our Site, we automatically collect certain information about their device, including information about their web browser, IP address, time zone, and some of the cookies that are installed on their device. Additionally, as they browse the Site, we collect information about the individual web pages or products that they view, what websites or search terms referred them to the Site, and information about how they 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 their 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 their 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 they browse the Site.

Additionally, when they make a purchase or attempt to make a purchase through the Site, we collect certain information from them, including their name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Order Information.

## **How do we use Personal Information?**

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing their payment information, arranging for services, and providing them with invoices and/or order confirmations).

Additionally, we use this Order Information to:

- Communicate with them;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences they have shared with us, provide them with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, their 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 Personal Information**

We share their Personal Information with third parties to help us use their Personal Information, as described above.

We also use Google Analytics to help us understand how our customers use the Site—they can read more about how Google uses their Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>.

They can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share their Personal Information to comply with applicable laws and regulations or lawful request for information we receive, or to otherwise protect our rights.

### **Behavioural advertising**

As described above, we use their Personal Information to provide them with targeted advertisements or marketing communications we believe may be of interest to them.

For more information about how targeted advertising works, they can visit the Network Advertising Initiative's ("NAI") educational page at: <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

They can opt out of targeted advertising by:

FACEBOOK – <https://www.facebook.com/settings/?tab=ads>

GOOGLE – <https://www.google.com/settings/ads/anonymous>

BING – <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, they can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

### **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 their browser.

### **Data Subject rights!**

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

Additionally, if they are a European resident we note that we are processing their information in order to fulfil contracts we might have with them (for example if they make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that their information will be transferred outside of Europe, including to Canada and the United States.

**Data retention**

When they trust us with their Personal Data, we will store this on a secure server, in accordance with our Privacy Policy and subject to the legal rights of the Data Subject.