

## **PRIVACY POLICY – homebrewery.com**

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 information do we collect?**

When ordering or registering on our site, as appropriate, you may be asked to enter your Name, Email address, Mailing 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, place an order, subscribe to a newsletter 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 in the following ways:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To send periodic emails regarding your order or other products and services.

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

We use vulnerability scanning and/or scanning to PCI standards.

We use an SSL certificate

We implement security measures when a user:

- places an order.
- enters, submits, or accesses their information.

We use a payment gateway provider.

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

We use cookies to help remember and process the items in the shopping cart.

### **Third Party Disclosure**

We may transfer your non-identifiable information to third parties. We may also transfer your identifiable information, but only to trusted third parties.

### **Third party links**

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

### **Google**

We have not enabled Google AdSense on our site but we may do so in the future.

### **California Online Privacy Protection Act**

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 be found on the page specified above.

Users will be notified of any privacy policy changes on our Privacy Policy Page.

Users are able to change their personal information:

- By emailing us
- By calling us
- By logging in to their account

#### **How does our site handle do not track signals?**

We honor them 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?**

No, We do not allow.

#### **COPPA (Children Online Privacy Protection Act)**

We do not specifically market to children under 13

#### **Fair Information Practices**

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 7 business days. We 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 a government agency to investigate and/or prosecute non-compliance by data processors

#### **CAN SPAM Act**

We collect your email address:

- To send information, respond to inquiries, and/or other requests or questions.
- To process orders and to send information and updates pertaining to orders

To be accordance with CANSPAM we agree to the following:

We will NOT use false, or misleading subjects or email addresses

We will identify the message as an advertisement in some reasonable way

We will include the physical address of our business or site headquarters

We will monitor third party email marketing services for compliance, if one is used.

We will give an 'opt-out' or 'unsubscribe' option

We will honor opt-out/unsubscribe requests quickly

#### **Contact Information:**

homebrewery.com

The Home Brewery

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