

# 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 I collect from the people that visit my blog, website or app?**

When ordering or registering on my site, as appropriate, you may be asked to enter your name, email address or other details to help you with your experience.

## **When do I collect information?**

I collect information from you when you subscribe to a newsletter, fill out a form or enter information on my site.

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

I may use the information I collect from you when you register, make a purchase, sign up for my newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To improve my website in order to better serve you.
- To administer a contest, promotion, survey or other site feature.
- To send periodic emails regarding your order or other products and services.

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

I do not use vulnerability scanning and/or scanning to PCI standards.

I use regular Malware Scanning.

I do not use an SSL certificate

- I do not need an SSL because:

I do not collect credit card information.

## **Do I use 'cookies'?**

I 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. If you disable cookies off, some features will be disabled that make your site experience more efficient and some of my services will not function properly. However, you can still place orders.

## **GDPR Compliance**

For those residing in the EU, any cookies on my website are used to ensure normal website functions (for instance, Youtube videos won't work without their own identifiers). These cookies cannot be switched off because the website wouldn't work properly anymore. However, these identifiers do not store any personal data.

When you leave a comment, WordPress stores your gravatar name, IP Address, comment, and email address. Therefore, leaving a comment is considered a clear affirmative, specific, and unambiguous action as defined by the GDPR giving me consent to store this information, and permission to contact you in the future by email (Note: I will not do this unless and initiate contact unless you have specifically signed up for my newsletter or have entered a contest and I need to contact you in reference to a prize).

Your personal information will not be sold or shared with any third parties under any circumstances. Your information shall be retained until you unsubscribe or ask me to remove your data.

## **Third Party Disclosure**

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

## **Third party links**

Occasionally, at my discretion, I may include or offer third party products or services on my website. These third party sites have separate and independent privacy policies. I therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, I seek to protect the integrity of my site and welcome any feedback about these sites.

## **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>  
I have not enabled Google AdSense on my site but I may do so in the future.

### **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 I agree to the following:**

Users can visit my site anonymously

Once this privacy policy is created, I will add a link to it on my home page, or as a minimum on the first significant page after entering my website.

My 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 my Privacy Policy Page

Users are able to change their personal information:

- By emailing me
- By logging in to their account

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

I 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 my site allow third party behavioral tracking?**

It's also important to note that I do not allow third party behavioral tracking

### **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.

I 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 I will take the following responsive action, should a data breach occur:**

I will notify the users via in site notification

- Within 7 business days

I 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 a government agency 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.

**I collect your email address in order to:** correspond with you regarding my business

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

If at any time you would like to unsubscribe from receiving future emails, you can email me and I will promptly remove you from **ALL** correspondence.

## **Contacting Me**

If there are any questions regarding this privacy policy you may contact my using the information below.

<http://maclair.net>

A location in

Hummelstown, PA 17036

United States

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