

Ellen Williams, The Data Chick – Privacy Policy

Last updated: January 2, 2018

Ellen Williams, The Data Chick, created this privacy policy (the “Privacy Policy”) to demonstrate my commitment to secure and trustworthy Internet commerce and the individual’s right to privacy. This Privacy Policy is effective as to data collected regarding all users of www.thedatachick.com, (the “Website”) and the services available on the Website (the “Services”). The terms “Ellen Williams,” “The Data Chick,” “we,” “us,” “our,” and “ours” refer to Ellen Williams, The Data Chick. The terms “you,” “your,” and “yours” refer to the user or viewer of the Website or user of the Services, as applicable.

By using this Website, you consent to the collection and use of information as described herein. Ellen Williams, The Data Chick reserves the right to make changes periodically to this Privacy Policy at our sole discretion. Changes to the Privacy Policy will be posted on this page. Your continued use of this Website after any such changes constitutes your acceptance of the changes and of the revised Privacy Policy.

Use and Purpose of Collected Information

As used herein, the term “Personally Identifiable Information” means your full name, physical address, email address, telephone number, or any other personal information that, alone or in combination with other information, permits third parties to contact you physically or online.

We collect information from you when you register on our site, place an order, subscribe to our newsletter, respond to a survey or fill out a form. When ordering or registering on our site, as appropriate, you may be asked to enter your: name, e-mail address, mailing address, phone number, credit card information or social security number.

On our Website, we collect Personally Identifiable Information knowingly and voluntarily provided by you when you interact with the Website or Ellen Williams, The Data Chick, in general in any way that submits, releases or displays your Personally Identifiable Information to us.

We may use your Personally Identifiable Information to:

- carry out sales, sales solicitation, shipment of products, delivery of services, completion of orders, and provide other services performed by us or third parties;
- advertise or promote our services or products, or the services or products of third parties offered through the Website or third-party partners to you;
- provide support or respond to inquiries and/or complaints;
- carry out marketing data surveys, statistics and/or analysis;
- create, send and utilize mailing lists;

- contact you regarding your use of the Website or any of our products or services;
- carry out identity verification and authentication services; and/or
- other separately and explicitly prescribed purposes.

By providing Personally Identifiable Information to us via the Website, you “opt-in” to receive the electronic communications and targeted marketing referenced herein. You may “opt-out” of any communications using the “Unsubscribe” feature contained in electronic communications. Where required by law, Ellen Williams, The Data Chick will provide an “opt-in” feature requiring the user to affirmatively agree to receive the electronic communications referenced herein.

We may collect non-Personally Identifiable Information you choose to provide, such as your occupation, affiliated companies, and general location. Additionally, we may collect the following information: IP address, host name, domain name, and system and software logs. We may use this information to analyze traffic to Website and create marketing, advertising, and sales strategies.

We expressly request that you do not provide us with any protected health information (“PHI”), as defined by the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”), Social Security numbers (unless required for payment purposes), information related to racial or ethnic origin, political opinions, religious or other beliefs, health, sexual orientation, criminal background, or trade union membership.

Cookies

Non-personal information about your mobile phone, computer, tablet or other device used to access the Website (“Your Device”) and the way that you interact with the Website, such as your IP address, browser type, and aggregate user data may be collected through the use of small text files known as “cookies,” which can be downloaded to Your Device for record-keeping purposes. These cookies are used to identify your internet browser, provide services, and aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may also use cookies to deliver personalized content, to provide us marketing information relevant to your use of the Website, to track our marketing campaigns, and to tailor our information offerings to how you and others use the site. Some cookies may remain on Your Device until they are deleted. If you prefer, 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. Please refer to your browser on Your Device to determine how to disable or delete cookies. Like most websites, if you turn your cookies off, some of our services may not function properly.

We may also collect certain information regarding your use of the Website or the Services via Google Analytics, including but not limited to: referring site/ad source, your activity (for example, what pages visited and for how long), IP address, browser and operating system,

default language set on your computer, and your geolocation. The Google privacy policy can be reviewed by you at: <https://www.google.com/intl/en/policies/privacy/>.

We sometimes collect anonymous information from visits to our website to help us provide better customer service. This anonymous information is sometimes known as "click stream data". We may use this data to analyze trends and statistics and to help us provide you with a better customer service.

Third Parties Who May Receive Information

Except as set forth in this Privacy Policy, we will not provide your Personally Identifiable Information to third parties without your permission. You consent to us sharing your Personally Identifiable Information with third parties for the following reasons:

- we may provide your Personally Identifiable Information to third parties who help facilitate the Website (for example, by providing website development, statistical analyses, data processing, or sending communications to users), but for use solely in connection with facilitating the Website;
- we may share your Personally Identifiable Information with Ellen Williams, The Data Chick partners for our marketing and analytics purposes (we do not sell your information for commercial purposes of third parties);
- we may provide your Personally Identifiable Information to financial institutions, credit card companies, collection enterprises, and other enterprises that process payments or represent the buyer or seller to facilitate payment owed to us or to a seller when you submit such Personally Identifiable Information for the purposes of effecting a purchase or other financial transaction;
- we may provide your Personally Identifiable Information to employees and contractors who owe us a duty of confidentiality in connection with a legitimate business purpose of Ellen Williams, The Data Chick;
- we may provide your Personally Identifiable Information to third parties, including, but not limited to, law enforcement agencies, state, local or federal governments, private litigants, and other companies, as may be required to (1) comply with lawful requests such as subpoenas or court orders, (2) comply with applicable state, federal, or local law, (3) prevent fraud or other illegal activities from being perpetrated through the Website, or (4) protect the property, safety, or legal rights of Ellen Williams, The Data Chick and others;
- we may provide your Personally Identifiable Information to any third party whom you have consented to receive your Personally Identifiable Information; and
- we may provide your Personally Identifiable Information to affiliated companies or business successors of Ellen Williams, The Data Chick for the same purposes as stated herein.

In addition, we may provide non-Personally Identifiable Information, such as your age, interests, or the way you use the Website, to any third party for any purpose including customizing and targeting advertising messages.

Third Parties Who May Collect Information

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

The following third parties may collect information through the Website, but such information shall not include Personally Identifiable Information unless you post or publish such Personally Identifiable Information in areas of the Website accessible to other users or the public:

- third parties that help facilitate the Website on behalf of The Data Chick may, from time to time, collect information through the Website in the course of providing support;
- third parties may collect other information that you voluntarily post or publish through the Website in any way; and
- web-crawlers such as Google or Yahoo may collect information through the Website.

The Website may contain links or references to other websites, including third party advertisers and other unaffiliated websites. We are not responsible for the privacy policies of those websites or of advertisers on the Website, and you should read the privacy policies of each website you visit. This Privacy Policy applies only to information collected through the Website.

Links

The Website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Cross Border Transfers

The Website may be accessed from within and outside of the United States. We control the Website from the United States. However, we may share Personally Identifiable Information and non-Personally Identifiable Information for the purposes set forth in this Privacy Policy with partners and third parties who are based outside of the United States. No matter where you are located, you consent to the processing and transferring of your information in and to the U.S. and other countries. The laws of the U.S. and other countries governing data collection and use may not be as comprehensive or protective as the laws of the country where you live,

utilize the Services, or access the Website. Additionally, your information may be made available pursuant to government or law enforcement requests.

Online Security

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

We do not manage online financial transactions on our Website. All transactions are through third parties cloud services that utilize secure server technology. We will use commercially reasonable measures to safeguard Personally Identifiable Information stored in our servers and databases against loss, theft, and unauthorized disclosure or use. Please be aware that no security measures are perfect.

Furthermore, we cannot control the actions of third parties with whom you choose to share information. We are not responsible for circumvention of any security measures by third parties or for any unauthorized access or use of your Personally Identifiable Information made by third parties. Any disclosures that you make of your own volition by means of the Website are made at your own risk.

If you ask us to delete your Personally Identifiable Information from our records, we will use commercially reasonable efforts to do so while retaining any record necessary to comply with governmental authority requirements or applicable federal, state, or local law. Even after removal, however, copies of your Personally Identifiable Information may remain viewable in cached or archived pages or if other users have copied or stored such information.

Your Consent

By using our site, you consent to our website privacy policy.

Miscellaneous

The headings used for the sections in this Privacy Policy are for convenience and reference purposes only and shall in no way affect the meaning or interpretation of this Privacy Policy. The obligations and rights set forth in this Privacy Policy shall survive any termination or expiration of your use of the Website. This Privacy Policy is written in English (U.S.) and to the extent you review any translated version of the Privacy Policy, the English version controls.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 718-598-1607 or via email at ellen@thedatachick.com.