



## PRIVACY POLICY

### **What information do we collect?**

We collect information from you when you register on our site, 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 or social security number. You may, however, visit our site anonymously.

### **What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- ; To process transactions
- ; To administer a contest, promotion, survey or other site feature
- ; To send periodic emails

Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the service requested.

The email address you provide may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc.

**Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.**

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

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Database to be only accessed by those authorized with special access rights to our systems, and are required to keep the information confidential.

After a transaction, your private information (social security numbers, etc.) will be kept on file for more than 60 days in order to meet IRS requirements only.

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

Yes (Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information

We use cookies to understand and save your preferences for future visits.

### **Do we disclose any information to outside parties?**

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. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.



### **California Privacy Rights**

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Consumer Privacy Act. We therefore will not sell or share your personal information to outside parties without your consent (for example, if you knowingly provide personal information for the benefit of a client you are shopping). All users of our site may make any changes to or delete their information at any time by logging into their account.

If the California Consumer Privacy Act (CCPA) applies to your information, we provide these disclosures described in this policy so you can exercise your rights to receive information about our data practices, as well as to request access to and deletion of your information. Personal information collected is what you choose to supply.

For purposes of this section, "personal information" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California consumer/resident or household. Personal information does not include publicly available information or information that has been de-identified

#### **What Information We Collect:**

- Identifiers, which includes real name and alias; postal address; unique personal identifier; online identifiers as detailed below; Internet Protocol ("IP") address; email address; telephone number; name and password; Social Security number; and/or other similar identifiers provided by you;
- Commercial information, which includes products or services purchased, obtained or considered; account balances, payment history, or account activity; bank account information and other information relating to your financial institution; and/or other purchasing or consumer histories or tendencies;
- Information relating to Internet activity or other electronic network activity may be collected, which includes cookie identifiers, clear gifs (a.k.a. web beacons/web bugs), browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, clickstream data, device platform, device version, and/or other device characteristics including your choice of settings such as Wi-Fi, Bluetooth, and Global Positioning System ("GPS");
- Geolocation data, which includes Global Positioning System ("GPS") data; locational information based upon your IP address; cell network data; and/or other similar locational data; and which may be collected from various devices including your mobile device(s) or vehicles(s) if required by client;
- Audio, electronic, or visual information, which includes records of calls to or from our customer service center or to or from our clients;
- Professional or employment-related information, such as your current and previous employers; job title and responsibilities; assets; income; and/or other information related to your work history and/or prospective employment which you provide;
- Education information which you provide;
- Information not listed above and related to characteristics protected under California or federal law; which includes gender; race and ethnicity; nationality; marital status; military service/veteran status; and/or date of birth, any of which you provide;
- Other personal information not listed above and described in California Civil Code Section 1798.80(e), which includes signature; physical characteristics or description; credit card debit card number for purchases, and other financial, information for purchases made on our website; medical and/or health information you provide.

Shoppers, Inc. also uses information to satisfy applicable laws or regulations, and discloses information in response to legal process or enforceable government requests, including to law enforcement.

### **Childrens Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.



### **Shoppers Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website at <http://www.insightyoucanuse.com/shopper-to-do-list/>

### **Your Consent**

By using our site, you consent to our privacy policy as outlined here.

### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page.

This policy was last modified on 7/1/2020

### **Contacting Us**

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

[www.insightyoucanuse.com](http://www.insightyoucanuse.com)

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