

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, and General Data Protection Regulation (GDPR) in EU, 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 we collect from the people that visit our blog, website or app?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address 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, subscribe to a newsletter, respond to a survey or enter information on our site. Provide us with feedback on our products or services. We save information about product/contact requests for a maximum period of 1 year at a secured server. The web hosting and email server is located in Groningen the Netherlands. We use also a local server (off-the-grid) for project information and administration. Information about subscriptions to a newsletter or responding to a survey or entering information is stored for a longer period at a local server or the web hosting and email server in Groningen the Netherlands. We would like to have up-to-date data and will destroy data from time to time. We store the data only for as long as necessary to achieve mentioned goals.

### **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 improve our website in order to better serve you.
- To ask for ratings and reviews of services or products
- To follow up with them after correspondence (live chat, email or phone inquiries)

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

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

We only provide articles and information. We never ask for credit card numbers or personal information details.

We use regular Malware Scanning.

We use an SSL-certified (<https://www.scheper.co>) encrypted and secured connection

- We only provide articles and information.

We never ask for personal or private information like names, email addresses, or credit card numbers.

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

We 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 our services will not function properly.

However, you can still place orders or requests.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's 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.

### **Third-party links**

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent (privacy) policies. We, therefore, have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our 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>

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may OPT-OUT of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

### **We have implemented the following:**

- Google Display Network Impression Reporting
- Demographics and Interests Reporting

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

Opting out (OPT-OUT):

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can OPT OUT by visiting the Network Advertising initiative OPT OUT page or permanently using the Google Analytics OPT OUT Browser add-on.

## California Online Privacy Protection Act and General Data Protection Regulation (GDPR) in the EU

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> and see the EU standards <https://www.eugdpr.org/>

### 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 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 our Chief Privacy Officer (see below)
- By calling our Chief Privacy Officer (see below)

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

We honour 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 our site allow third-party behavioural tracking?

It's also important to note that we allow third-party behavioural 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.

We 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 we will take the following responsive action, should a data breach occur:

We will notify the users via email

- Within 72 hours

We will notify the users via letter

- Within 72 hours

We 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 government agencies 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.

### We collect your email address in order to:

- Send information, and respond to inquiries, and/or other requests or questions.

### To be in accordance with CANSPAM we agree to the following:

- NOT use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honour OPT-OUT/unsubscribe requests quickly.
- Allow users to unsubscribe by using the (email) link at the bottom of each email.

### If at any time you would like to unsubscribe from receiving future emails, you can email us at; [info@scheper.co](mailto:info@scheper.co)

- Or you can follow the instructions at the bottom of each email. and we will promptly remove you from **ALL** correspondence.

### Contacting Us

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

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