

## **11changes.com 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 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 website?**

When registering on our site, as appropriate, you may be asked to enter your name, email 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 or use the "Contact us" function to send us an e-mail.

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

We may use the information we collect from you to improve our website in order to better serve you, and/or to follow up with you after you have requested us to contact you, and/or to follow up with you after you have downloaded material provided via the website.

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

We do not use vulnerability scanning and/or scanning to PCI standards, because we only provide articles and information. We never ask for credit card numbers. We do not use Malware Scanning.

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

No, we do not use cookies for tracking purposes.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

### **Third-party links**

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

### **Google**

We may use Google AdSense Advertising on our website. If we do, Google, as a third-party vendor, will use cookies to serve ads on our site. Google's use of the DART cookie will enable 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:**

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:**

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 by using the Google Analytics Opt Out Browser add on.

**California Online Privacy Protection Act (CalOPPA)**

CalOPPA requires commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any 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 or companies with whom it is being shared. 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 easily be found on the page specified above.
- You will be notified of any Privacy Policy changes on our Privacy Policy page.
- You can change your personal information by emailing us.

**How does our site handle Do Not Track signals?**

We honor Do Not Track (DNT) signals and we 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?**

We do not allow third-party behavioral tracking.

**COPPA (Children Online Privacy Protection Act, USA)**

The US Federal Trade Commission 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 the age of 13 years old.

**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, should a data breach occur we will notify you via e-mail within 7 business days.

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue 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 US law that sets the rules for commercial e-mail, establishes requirements for commercial messages, gives recipients the right to have

e-mails stopped from being sent to them, and spells out tough penalties for violations.

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

- Send information, respond to inquiries, and/or other requests or questions
- Market to our mailing list or continue to send e-mails to our clients after the original contact has been made.

**To be in accordance with CAN-SPAM, we agree to the following:**

- We will not use false or misleading subjects or e-mail addresses.
- We will identify the message as an advertisement in some reasonable way.
- We will include the physical address of our business.
- We will monitor third-party e-mail marketing services for compliance, if one is used.
- We will honor opt-out/unsubscribe requests quickly.
- We will allow users to unsubscribe by following the instructions given at the bottom of each e-mail.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each e-mail 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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