

# TypingDNA.com Website Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being collected and used by the TypingDNA.com Website. 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 Website Privacy Policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your PII in accordance with our website.

## **What personal information do we collect from the people that visit our website or blog?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, gender, job title, typing pattern 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, try a demo, respond to a survey, fill out a form or enter information on our site. Provide us with feedback on our products or services.

## **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 personalize your experience and to allow us to deliver the type of content, products and services in which you are most interested.
- To follow up after correspondence (live chat, email or phone inquiries)
- To improve our services

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

Your PII is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

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

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

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. They are used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services.

### **We use cookies to:**

- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.
- Keep track of advertisements.
- Help remember and process the items in the shopping cart.

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 settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

### **If users disable cookies in their browser:**

If you turn cookies off, some features will be disabled. Some of the features that make your site experience more efficient and may not function properly.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your PII.

### **Google's Services**

Our website uses Google Analytics (a web traffic analysis service) and Google AdWords (an advertising platform) from Google Inc. Both services use cookies.

Google uses anonymous information to analyze your use of our site, to compile reports for us on internet activity and to provide other services relating to website and internet use. Google may also transfer this information to third parties where required to do so by law or where such third parties process this data on Google's behalf. Google states that it will in never associate your IP address with other data held by Google.

Google offers a deactivation add-on for most current browsers that provides you with more control over what data Google can collect on websites you access. You can also set preferences for how Google advertises to you using the Google Ad Settings page.

### **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' 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 the age of 13 years old.

*Last modified November 17, 2016*