



## NO APPETITE FOR BULLYING PRIVACY POLICY

*Effective Date: October 23, 2017*

No Appetite for Bullying respects your concerns about privacy. This Online Privacy Policy ("Privacy Policy") describes the types of personal information we collect on websites, mobile sites, mobile applications, and other digital services and products that are owned or controlled by us and that link to this Privacy Policy (collectively, our "Sites"), how we may use the information and with whom we may share it. This privacy policy does not apply to any linked websites that are not owned or controlled by us. This Privacy Policy also describes the measures we take to safeguard the personal information and how users can contact us about our privacy practices.

### INFORMATION WE COLLECT

We may collect certain personal information when you choose to provide it through our Sites. The types of personal information we may collect include:

- Contact information, such as your name and email address
- Other personal information in messages you provide to us on our Sites, such as through the "Contact" or "Sign Up for More Information" feature
- Any other information you elect to share with us

A "cookie" is a text file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon," also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. Through these automated collection methods, we collect "clickstream data," which is a log of content on which a visitor clicks while browsing a website. As the visitor clicks through the website, a record of the action may be collected and stored. If you wish to disable the storage of cookies on your computer, you may do so using the settings on your browser or device. Please note, however, that without cookies you may not be able to use all of the features of our Sites. For more information on deleting or controlling cookies, visit [www.aboutcookies.org](http://www.aboutcookies.org).

### HOW WE USE THE INFORMATION WE COLLECT

We may use the information we collect through our Sites to:

- Respond to and communicate with you about your messages;
- Contact you and provide you with informational and marketing materials;
- Enroll you in, and provide you with, programs and services that you may select or refuse at any time;
- Perform data analyses and other processing (including consumer research, trend analysis, financial analysis, anonymization, encryption or tokenization of personal information);
- Protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- Comply with and enforce applicable legal requirements, relevant industry standards and our policies.

In addition, we may use information collected online through cookies, web beacons and other automated means for purposes such as managing our business. We also may use this information to help diagnose technical and service problems, administer our Sites, identify users of our Sites, and gather demographic information about our users. We may use clickstream data to determine how much time users spend on web pages of our Sites, how users navigate through our Sites, and how we may tailor our Sites to better meet the needs of our users.

We also may use the information we collect about you in other ways for which we provide specific notice at the time of collection.



## ONLINE TRACKING

We may use third party web analytics services on our Sites, such as those of Google Analytics. These services help us analyze how users use our Sites. The information collected for this purpose (including IP address and other information collected by automated means) will be disclosed to or collected directly by these service providers. To learn more about Google Analytics and how to opt out, please visit [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).

Certain web browsers allow you to instruct your browser to send Do Not Track ("DNT") signals to websites you visit, informing those sites that you do not want your online activities to be tracked. We do not track visitors to our Sites individually or across third-party websites to provide targeted advertising, and therefore our Sites do not respond to "Do Not Track" signals or similar mechanisms received from browsers.

## INFORMATION WE SHARE

We do not sell or otherwise share personal information about you, except as described in this Privacy Policy. We may share the personal information we collect with third parties who perform services for us. These third parties are not authorized by us to use or disclose the information except as necessary to perform services for us or to comply with legal requirements.

We also may disclose information about you (i) if we are required to do so by law, regulation or legal process (such as a court order or subpoena), (ii) in response to requests by government agencies, such as law enforcement authorities, (iii) for the purpose of or in connection with legal proceedings, or otherwise for the purpose of establishing, exercising or defending our legal rights, or (iv) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity. We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation).

## YOUR CHOICES

To ask us to remove your information from our mailing lists, or to submit a request, please contact us as specified in the How To Contact Us section of this Privacy Policy.

## LINKS TO OTHER WEBSITES

Our Sites may contain links to other websites for your convenience and information. Linked websites may have their own privacy policies or notices, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites are not owned or controlled by us, we are not responsible for their content, any use of the websites, or the privacy practices of the websites.

## HOW WE PROTECT PERSONAL INFORMATION

We maintain administrative, technical and physical safeguards designed to protect personal information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

## UPDATES TO THIS PRIVACY POLICY

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a notice on our Sites to notify you of any significant changes to this Privacy Policy and indicate at the top of the notice when it was most recently updated.

## HOW TO CONTACT US

If you have any questions about this Privacy Policy, or if you would like us to update information we have about you or your preferences, please contact us by e-mail at [Contact@noappetiteforbullying.com](mailto:Contact@noappetiteforbullying.com)