

# Privacy Policy

## Mindful Alternatives

Mindful Alternatives respects concerns about privacy and data privacy. This privacy policy (“Privacy Policy”) describes the types of personal information we collect about individuals on our website, [www.mindfulalternatives.com](http://www.mindfulalternatives.com) (the “Site”), how we may use the information, with whom we may share it, your rights and the choices available regarding our use of the information. The Privacy Policy also describes the measures we take to safeguard the personal information, how long we retain it and how individuals can contact us about our privacy practices and to exercise their rights.

### Information We Obtain

In connection with your use of our Site, you provide personal information to us in various ways. The types of personal information we obtain include personal information contained in content you submit, such as when you email us by clicking on Mindful Alternatives email address hyperlinks on the Site. The information provided to us is your email address. You are not required to provide this information.

### How We Use the Information We Obtain

We use the information we obtain on the Site on the basis of our legitimate interests, which we would be glad to describe further upon request, including providing our services to you or responding to your email requests and inquiries.

As required by applicable law, we will obtain your consent to process personal information for these purposes. We also may use the information we obtain in other ways for which we provide specific notice at the time of collection.

### Automated Collection of Data

When you use the Site, we obtain certain information by automated means, such as browser cookies and pixel tags. The information we obtain in this manner includes your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Site (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Site, dates and times of access to the Site, and other information about your use of the Site.

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. This technology helps us (1) remember your information so you will not have to re-enter it; (2) track and understand how you use and interact with the Site; (3) tailor the Site around your preferences; (4) measure the usability of the Site; (5) understand the effectiveness of our communications; and (6) otherwise manage and enhance the Site.

To the extent required by applicable law, we will obtain your consent before placing non-essential cookies or similar technologies on your computer. You can stop certain types of cookies from being downloaded on your computer by selecting the appropriate settings on your web browser. Most

web browsers will tell you how to stop accepting new browser cookies, how to be notified when you receive a new browser cookie and how to disable existing cookies. You can find out how to do this for your particular browser by clicking “help” on your browser’s menu or by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org). The Site is not designed to respond to “do not track” signals received from browsers. Please note that, without cookies or other automated tools, you may not be able to use all of the features of the Site.

We do not obtain personal information about your online activities over time or across third-party websites, devices or other online services. On the Site, we use third-party online analytics services, such as those of Google Analytics. To the extent required by applicable law, we will obtain your consent before using third-party analytics cookies. The service providers that administer these analytics services use automated technologies to collect data (such as email address, IP addresses, cookies and other device identifiers) to evaluate, for example, use of the Site and to diagnose technical issues. To learn more about Google Analytics and how to manage your preferences, please visit [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).

## **Information Sharing**

We do not disclose personal information we obtain about you, except as described in this Privacy Policy. We do not share your personal information with any other organizations or data analytics providers. We do not authorize our service providers to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

We also may disclose information about you (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response to requests by government agencies, such as law enforcement authorities; (3) to establish, exercise or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss; (5) in connection with an investigation of suspected or actual illegal activity; (6) 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); or (7) otherwise with your consent.

## **Data Transfers**

We do not transfer personal information we collect about you to recipients in countries other than the country in which the information originally was collected, including the U.S.

## **Your Rights and Choices**

To the extent provided by applicable law, you have the right to (1) request access to the personal information we maintain about you; (2) request that we update, correct, amend, erase or restrict the information; or (3) exercise your right to data portability, by contacting us as indicated below. Where provided by law, you may withdraw any consent you previously provided to us or object at any time to the processing of your personal information on legitimate grounds relating to your particular situation, and we will apply your preferences going forward. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to your information. To the extent permitted by applicable law, a charge may apply before we provide you with a copy of any of your personal information that we maintain.

## **Other Online Services and Third-Party Features**

The Site may provide links to other online services and websites for your convenience and

information (e.g., Facebook, Vimeo Instagram, LinkedIn and Twitter buttons). These services, websites, and third-party features operate independently from us. The privacy practices of these third parties, including details on the information they may collect about you, are subject to the privacy statements of these parties, which we strongly suggest you review. To the extent any linked online services or third-party features are not owned or controlled by us, we are not responsible for these third parties' information practices.

## **Retention of Personal Information**

To the extent permitted by applicable law, we retain personal information we obtain about you only for the duration of our relationship with you, plus a reasonable period to be able to run regular deletion routines, to take into account the applicable statute of limitations period or to comply with mandatory applicable law.

## **How We Protect Personal Information**

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

## **Children's Personal Information**

The Site is designed for a general audience and is not directed to children under the age of 16. Mindful Alternatives does not knowingly collect or solicit personal information from children under the age of 16 through the Site. If we learn that we have collected personal information from a child under the age of 16, we will promptly delete that information from our records. If you believe that a child under the age of 16 may have provided us with personal information, please contact us as specified in the How to Contact Us section below.

## **Updates to Our Privacy Policy**

This Privacy Policy may be updated periodically to reflect changes in our personal information practices. We will indicate at the top of the notice when it was most recently updated.

## **How to Contact Us**

To update your preferences, update or correct your information, submit a request, ask us questions about this Privacy Policy, or exercise other applicable privacy rights, please contact us at: [info@mindful-alternatives.com](mailto:info@mindful-alternatives.com)