



# Privacy Policy

LAST UPDATED ON OCTOBER 31<sup>st</sup> 2017

## Introduction

The purpose of this website Privacy Policy is to outline how we deal with any personal data you provide to us while visiting this website. By visiting the 'Heart of Mindfulness' website, you are accepting the terms of this Privacy Statement. Any external links to other website are clearly identifiable as such, and we are not responsible for the content or the privacy policies of these other websites.

### **1. What information do we collect?**

We collect information from you when you place an order, subscribe to our newsletter, register on our site for a course or sign up to attend a retreat or training.

We retain two types of information:

**Personal Data :** This is data that identifies you or can be used to identify or contact you and may include your name, address, email address, user IP addresses in circumstances where they have not been deleted, clipped or anonymised, telephone number, billing and credit card information & other personal information. Such information is only collected from you if you voluntarily submit it to us. You may, however, visit our site anonymously.

**Non-Personal Data :** Like most websites, we gather statistical and other analytical information collected on an aggregate basis of all visitors to our web site. This non-personal data comprises information that cannot be used to identify or contact you, such as demographic information regarding, for example, user IP addresses where they have been clipped or anonymised, browser types and other anonymous statistical data involving the use of our website.

### **2. What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

#### **a) To personalize your experience of our services.**

Your information helps us to better respond to your individual needs

**b) To improve our website**

We continually strive to improve our website offerings based on the information and feedback we receive from you.

**c) To improve customer service**

Your information helps us to more effectively respond to your customer service requests and support needs.

**d) To process transactions**

Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

**d) To administer a contest, promotion, survey or other site feature**

**e) To send periodic emails**

The email address you provide for order processing, may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc. Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

**2. Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe in good faith that 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.

**3. How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential. After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be kept on file for more than 30 days. We do not store or save your information but Paypal will, if you request that feature.

#### **4. Updating, Verifying and Deleting Personal Data**

You also have a right to have your personal data corrected, if inaccurate or erased. Please forward any such requests by email to [info@heartofmindfulness.com](mailto:info@heartofmindfulness.com).

#### **5. Right of Access to Your Personal Data**

To find out what personal data we hold on you or to have your personal data updated, amended or removed from our database, please contact [info@heartofmindfulness.com](mailto:info@heartofmindfulness.com).

#### **6. Do we use cookies?**

Yes (Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information. We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

#### **7. Third party links**

Occasionally, at our discretion, we may include third party links 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.

#### **8. Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

#### **9. Your Consent**

By using our site, you consent to our online privacy policy.

#### **10. Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page. This policy was last modified on 31st/OCTOBER 2017.

#### **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us by emailing - [info@heartofmindfulness.com](mailto:info@heartofmindfulness.com).