

# Brikksen Privacy Policy

*Updated: August 8, 2018*

## Who we are

Our website address is: <http://www.brikksen.com>

## Information We Collect

### **When You Visit our Websites**

You are free to explore our Websites without providing any Personal Information about yourself. When you visit the Websites or register for any item or Service, we request that you provide Personal Information about yourself, and we collect Navigational Information.

### **When You Use our Websites and Systems**

We use analytics software to allow us to better understand the functionality of our Websites. This software may record information such as how often you use the website, the events that occur, aggregated usage, performance data, and where the website was accessed from. In addition to information we collect on our Websites, we may also collect your city location, device model and version, device identifier (or "UDID"), OS version, and your Brikksen credentials.

We may link information we store within the analytics software to Personal Information you submit. We do this to improve services we offer you and improve our marketing, analytics and site functionality.

### **"Personal Information"**

This refers to any information that you voluntarily submit to us and that identifies you personally, including contact information, such as your name, e-mail address, company name, address, phone number, and other information about yourself or your business. Personal Information can also include information about any transactions, both free and paid, that you enter into on the Websites, and information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

Personal Information also includes Navigational Information or Payment Information where such information can directly or indirectly identify an individual. Navigational information refers to information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and pages viewed. Please see the "Navigation Information" section below. Payment information includes We collect and process payment information from you when you subscribe to the Service, including credit cards numbers and billing information, using third party PCI-compliant service providers. Except for this, we do not collect Sensitive Information from you.

### **Comments**

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

### **Embedded content from other websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

### **Log Files**

When you use our services our view content provided by us, we automatically collect information about your computer hardware and software. This information can include your IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, clickstream data, access times and referring website addresses. This information is used by Brikksen for the operation of the Service, to maintain quality of the Service, and to provide general statistics regarding use of the Brikksen Website. For these purposes, we do link this automatically-collected data to Personal Information such as name, email address, address, and phone number.

### **Information we collect from third parties**

From time to time, we may receive Personal Information about you from third party sources including partners with which we offer co-branded services or engage in joint marketing activities, and publicly available sources such as social media websites.

## **How We Use Information We Collect**

### **Compliance with Our Privacy Policy**

We use the information we collect only in compliance with this Privacy Policy. Customers who subscribe to our Services are obligated through our agreements with them to comply with this Privacy Policy.

### **We Never Sell Personal Information**

We will never sell your Personal Information to any third party.

### **Use of Personal Information**

In addition to the uses identified elsewhere in this Privacy Policy, we may use your Personal Information to:

- improve your browsing experience by personalizing the Websites and to improve the Service;
- send information or Brikksen content to you which we think may be of interest to you by post, email, or other means and send you marketing communications relating to our business;
- promote use of our services to you and share promotional and information content with you in accordance with your communication preferences;
- provide other companies with statistical information about our users — but this information will not be used to identify any individual user;

send information to you regarding changes to our Customer Terms of Service, Privacy Policy (including the Cookie Policy), or other legal agreements meet legal requirements.

We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, we do not transfer your Personal Information to the third party.

We use the information collected through our Service by our customers for the following purposes: to provide the Service (which may include the detection, prevention and resolution of security and technical issues); to respond to customer support requests; and otherwise to fulfill the obligations under the Brikksen Customer Terms of Service.

### **Use of Navigational Information**

We use Navigational Information to operate and improve the Websites and the Service. We may also use Navigational Information alone or in combination with Personal Information to provide you with personalized information about Brikksen.

### **Customer Testimonials and Comments**

We may post customer testimonials and comments on our Websites, which may contain Personal Information. We obtain each customer's consent via email prior to posting the customer's name and testimonial.

### **Use of Credit Card Information**

If you give us credit card information, we use it solely to check your financial qualifications and collect payment from you. We use a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf.

### **Security of your Personal Information**

We use a variety of security technologies and procedures to help protect your Personal Information from unauthorized access, use or disclosure. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. All Personal Information is protected using appropriate physical, technical and organizational measures.

### **Social Media Features**

Our Websites include Social Media Features, such as the Facebook Like button and Widgets, such as the Share This button or interactive mini-programs that run on our sites. These features may collect your IP address, which page you are visiting on our sites, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Websites. This Privacy Policy does not apply to these features. Your interactions with these features are governed by the privacy policy and other policies of the companies providing them.

### **External Websites**

Our Websites may provide links to other websites. We do not control, and are not responsible for, the content or practices of these other websites. Our provision of such links does not constitute our

endorsement of these other websites, their content, their owners, or their practices. This Privacy Policy does not apply to these other websites, which are subject to any privacy and other policies they may have.

### **Retention of Personal Information**

How long we keep information we collect about you depends on the type of information, as described in further detail below. After such time, we will either delete or anonymize your information or, if this is not possible, then we will securely store your information and isolate it from any further use until deletion is possible.

We retain Personal Information that you provide to us where we have an ongoing legitimate business need to do so (for example, as long as is required in order to contact you about the Service or our other services, or as needed to comply with our legal obligations, resolve disputes and enforce our agreements). When we have no ongoing legitimate business need to process your Personal Information, we securely delete the information or anonymize it or, if this is not possible, then we will securely store your Personal Information and isolate it from any further processing until deletion is possible. We will delete this information from the servers at an earlier date if you so request, as described in “To Unsubscribe from Our Communications” below.

If you provide information to our customers as part of their use of the Service, our customers decide how long to retain the personal information they collect from you. If a customer terminates its use of the Service, then we will provide customer with access to all information stored for the customer by the Service, including any Personal Information provided by you, for export by the customer according to our agreement with our customer. After termination, we may, unless legally prohibited, delete all customer information, including your Personal Information, from the Service.

If you have elected to receive marketing communications from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our content, products, or services, such as when you last opened an email from us or ceased using your Web Design Phoenix account. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date such information was created.

## **How we Share Information we Collect**

### **Service Providers**

We employ other companies and people to provide services to visitors to our Websites, our customers, and users of the Service and may need to share your information with them to provide information, products or services to you. Examples may include removing repetitive information from prospect lists, analyzing data or performing statistical analysis, providing marketing assistance, processing credit card payments, supplementing the information you provide us in order to provide you with better service, and providing customer service or support. In all cases where we share your information with such agents, we explicitly require the agent to acknowledge and adhere to our privacy and customer data handling policies.

### **Brikksen Partners**

In addition, we may share data with trusted partners to contact you based on your request to receive such communications, help us perform statistical analysis, or provide customer support. Such third parties are prohibited from using your Personal Information except for these purposes, and they are required to maintain the confidentiality of your information.

We partner with trusted third parties to provide you with co-marketing content that we think may be relevant to you. When you engage with these co-marketing partners, we will tell you who we are sharing

data with, and provide a link to the co-marketing partner's privacy policy so you can learn more about how to opt-out of the partner's communications. These co-marketing partners are required to adhere to our privacy and data protection policies. For more information on our co-marketing program, see this [page](#).

### **Corporate Events**

If we (or our assets) are acquired by another company, whether by merger, acquisition, bankruptcy or otherwise, that company would receive all information gathered by Brikkxen on the Websites and the Service. In this event, you will be notified via email and/or a prominent notice on our website, of any change in ownership, uses of your Personal Information, and choices you may have regarding your Personal Information.

### **Compelled Disclosure**

We reserve the right to use or disclose your Personal Information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a law, court order, or legal process.

## **Cookies and Similar Technologies**

### **Cookies**

Brikkxen and its partners use cookies or similar technologies (such as web beacons) to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole. To find out more about how we use cookies on our Websites and how to manage your cookie preferences please contact us at [itweb@brikkxen.com](mailto:itweb@brikkxen.com).

### **Navigational Information Collected by Our Customers**

Our customers can use the tools we provide, as well as tools provided by third parties, to collect Navigational Information when you visit their webpages on the Service. Brikkxen does not control our customers' use of these tools, nor do we control the information they collect or how they use it.

### **Single Sign-On**

You can log in to our site using a Single Sign-on (SSO) service like your Google account. This service will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign up form. Such services may give you the option to post information about your activities on this Web site to your profile page to share with others within your network.

### **Flash Cookies and Other Third Party Tracking Technologies**

The Adobe Flash Player (and similar applications) use technology to remember settings, preferences and usage similar to browser cookies but these are managed through a different interface than the one provided by your Web browser. This technology creates locally stored objects that are often referred to as "Flash cookies." Brikkxen does not use Flash cookies.

### **Advertising**

We may employ a third party ad software to either display advertising on our Web site or to manage our advertising on other sites. This could use cookies and web beacons to collect information about your activities on this and other Web sites to provide you targeted advertising based upon your interests. If you

wish to not have this information used for the purpose of serving you targeted ads, you may opt-out by emailing us at [itweb@brikksen.com](mailto:itweb@brikksen.com). Please note this does not opt you out of being served advertising. You will continue to receive generic ads.

### **Third Party Tracking Technologies**

The use of cookies and web beacons by any tracking utility company is not covered by our Privacy Policy or Cookie Policy.

## **How to Access & Control Your Personal Data**

### **Reviewing, Correcting and Removing Your Personal Information**

You have the following data protection rights:

You can request access, correction, updates or deletion of your personal information.

You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.

If we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

You have the right to complain to a data protection authority about our collection and use of your personal information. To exercise any of these rights, please contact us at [itweb@brikksen.com](mailto:itweb@brikksen.com) or by mail to Brikksen, 4150 Church Street, Suite 1048, Sanford, FL 32771 ATTN: IT/Privacy. We will respond to your request to change, correct, or delete your information within a reasonable timeframe and notify you of the action we have taken.

### **Anti-Spam Policy**

Our anti-spam policy applies to us and to our customers and, among other things, prohibits use of the Service to send unsolicited commercial email in violation of applicable laws, and requires the inclusion in every email sent using the Service of an “opt-out” mechanism and other required information. We require all of our customers to agree to adhere to the Acceptable Use Policy at all times, and any violations of the Acceptable Use Policy by a customer can result in immediate suspension or termination of the Service.

### **To Unsubscribe From Our Communications**

You may unsubscribe from our marketing communications by clicking on the “unsubscribe” link located on the bottom of our e-mails, updating your communication preferences, or by sending us a request by email to [itweb@brikksen.com](mailto:itweb@brikksen.com) or by mail to Brikksen, 4150 Church Street, Suite 1048, Sanford, FL 32771 ATTN: IT/Privacy. Customers cannot opt out of receiving transactional emails related to their account with us or the Service.

### **To Unsubscribe from Our Customers’ Communications**

Our customers are solely responsible for their own marketing emails and other communications; we cannot unsubscribe you from their communications. You can unsubscribe from our customers’ marketing communications by clicking on the “unsubscribe” link located on the bottom of their emails, or by contacting them directly.

### **Contact**

Brikksen, ATTN: IT/PRIVACY

2152 Martin Luther King Jr. Blvd.  
Suite 1060 Sanford, FL 32771