

# Privacy Policy

This Privacy Policy governs the manner in which LMC Media, Inc., collects, uses, maintains and discloses information collected from users (each, a "User") of the <http://www.lmcmedia.org> website ("Site") This privacy policy applies to the Site, and all products and services offered by LMC Media, Inc.

## Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, place an order, fill out a form, respond to a survey, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, their name, email address, mailing address, and phone number. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site -related activities.

## Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site or App. Non-personal identification information may include the browser name, the type of computer and technical information about Users' means of connection to our Site , such as the operating system, the Internet service providers utilized, and other similar information.

## Web browser cookies

Our Site may use "cookies" to enhance the User experience. The User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. The User may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

## Remarketing

This website uses remarketing services, including Google AdWords, to advertise on third party websites to previous visitors to our site. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. You may opt out of Google's use of cookies by visiting the Google advertising opt-out page. You may also use a browser plugin to opt-out of remarketing advertising.

## How we use collected information

LMC Media, Inc. may collect and use Users' personal information for the following purposes:

*To run and operate our Site* - We may need your information to display content on the Site correctly.

*To improve customer service* -The information you provide helps us respond to your customer service requests and support needs more efficiently.

*To personalize user experience* - We may use information in the aggregate to understand how our Users, as a group, use the services and resources provided on our Site.

*To improve our Site* - We may use feedback you provide to improve our products and services.

*To process payments* - We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.

*To send periodic emails* - We may use the email address to send the User information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests.

## **How we protect your information**

We adopt appropriate data collection, storage and processing practices, and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our servers.

## **Complete credit card information is never stored.**

Sensitive and private data exchanged between the Site and its Users happens over a SSL-secured communication channel and is encrypted and protected with digital signatures. Our checkout path is also in compliance with PCI vulnerability standards in order to create as secure an environment as possible for Users.

## **Sharing your personal information**

We do not sell, trade, or rent Users' personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above. We may use third-party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes unless you have opted out of such uses.

## **Electronic newsletters**

A User may decide to opt out of our mailing list; otherwise they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via our Site. We may use third-party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes unless you have opted out of such uses.

## **Third-party websites**

Users may find advertising or other content on our Site that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors, and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

## **Changes to this privacy policy**

LMC Media, Inc. has the discretion to update this privacy policy at any time. When we do, we will edit the date on this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

## **Your acceptance of these terms**

By using this Site you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

## **Contacting us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this Site or App, please contact Matt Sullivan, Executive Director at [msullivan@lmcmmedia.org](mailto:msullivan@lmcmmedia.org)

*This document was last updated on December 15,2020.*