

Website Privacy Policy

General

This policy informs you (also referred to as the “customer” or “customers”) of our goals and intentions relative to this website (also referred to as the “site”). Your use of the site implies your consent to this policy. If you do not consent to this policy you should discontinue use of the site.

Our goals and intentions are as follows:

- 1) Our primary goal for the site is to make our business and it's services visible to a wider population of potential customers than would be possible with other technologies. In the event customers are interested in our services and/or products the site is intended to facilitate the communication of that interest with us.
- 2) We may include convenience features like the ability to view or download forms and reference materials, as well as informative articles and features, and links to external resources.
- 3) We may include our policies and practices for your awareness and consent.
- 4) We may include social media functionality such as the ability to favor our site (e.g. “like”, “+1”, etc.), link to our social media, and to share a link to our site.
- 5) We want the site to be as effective as possible in meeting the goals outlined above. As result we monitor how the site is being used. We employ analytics tools to analyze the use of the site. It is our intention to continually optimize the site for the productivity and convenience of our customers, and to better reach new customers.

The site and any of its features or content are provided at our sole discretion, and can be changed or removed without notice.

Confidential and Sensitive Personal Information (SPI)

The site is NOT intended for the communication of confidential or Sensitive Personal Information. As such, the site does not employ technologies necessary to protect this kind of information such as encryption or data retention and disaster recovery. Information of a confidential or SPI nature should be conducted either in person or by using technologies suited for its communication. Any information of this nature submitted using the site is **at your own risk, and will be deleted** upon receipt.

Website Analytics

As mentioned in item 5 in the general section, we use analytic web technology to monitor the use of the site. We WILL MAKE NO ATTEMPT to merge personally-identifiable information with non-personally identifiable information. We are using Google Analytics. Examples of the data we have enabled are:

- Google Analytics Advertising Features (demographics and interests)
- Standard Data (Geo, Behavior, Technology, Mobile, Users Flow)

For details see: <https://www.google.com/analytics>

If you would like to opt out of Google tracking your web browsing activity you can download an opt-out browser add on. With the add on installed your browsing activity will not be tracked by Google.

<https://tools.google.com/dlpage/gaoptout/>