

Privacy Policy Petersen Inc.

This privacy policy has been compiled to better serve those who are concerned with how their Personally Identifiable Information (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your PII in accordance with our website.

What personal information do we collect from the people who visit our blog, website or app?

We do not collect information from visitors of our site.

When do we collect information?

We collect information from you when you enter information on our site.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in order to better understand how we can meet your needs.

How do we protect visitor information?

- Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.
- We use regular Malware Scanning.
- We do not use an SSL certificate.
 - We only provide articles and information. We never ask for personal or private information like email addresses or credit card numbers.

Do we use “cookies”?

Yes. Cookies are small files that a site or its service provider transfer to your computer's hard drive through your Web browser (if you allow) that enables the site or service providers' systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services.

We use cookies to:

Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies. If you disable cookies, some features will also be disabled. It won't affect the user's experience that make your site experience more efficient but some of our services will not function properly. However, you can still place orders.

Third Party Disclosure

We do not sell, trade or otherwise transfer your PII to outside parties unless we provide you with an advance notice. This does not include website hosting partners and other 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 release is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising or other uses.

Third party links

We do not include or offer third party products or services on our website.

Google

We use Google AdSense Advertising on our website. Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

Google's advertising requirements can be summed up by [Google's Advertising Principles](#). They are put in place to provide a positive experience for users.

We have implemented the following:

- Google Display Network Impression Reporting
- Demographics and Interests Reporting
- DoubleClick Platform Integration

We, along with third-party vendors such as Google, use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) which operates websites collecting PII from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected, and those individuals with whom it is being shared, and to comply with this policy. See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.oFdRbT51.dpuf>

According to CalOPPA, we agree to the following criteria:

- Users can visit our site anonymously.
- Once this privacy policy is created, we will add a link to it on our home page, or as a minimum on the first significant page after entering our website.
- Our Privacy Policy link includes the word “Privacy”, and can be easily be found on the page specified above.
- Users will be notified of any privacy policy changes on our privacy policy page.
- Users can change their personal information by logging in to their account.

How does our site handle Do Not Track (DNT) signals?

We honor Do Not Track (DNT) signals and do not track, plant cookies or use advertising when a DNT browser mechanism is in place.

Does our site allow third party behavioral tracking?

Yes.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online. We do not specifically market to children under 13.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States, and the concepts they include have played a significant role in the

development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to compliance with the various privacy laws which protect personal information.

In order to be in compliance with Fair Information Practices, we will take the following responsive action in the event of a data breach:

- We will notify the users via email within 1 business day.
- We will notify the users via in site notification within 1 business day.
- We also agree with the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

CAN-SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to comply with CAN-SPAM. Accordingly, we agree as follows:

- **If at any time you would like to unsubscribe from receiving future emails, you can email us at sales@peterseninc.com and we will promptly remove you from ALL correspondence.**

Contacting Us

For any questions regarding this privacy policy, please contact us via the information provided below.

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Last Edited on 2017-05-31