

# Privacy and Cookies Policy

Your Profile Insights, Inc, which owns and operates the Vestigium website ("We") are committed to protecting and respecting your privacy.

This policy (together with our [Terms of Use](#) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

## Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site [www.vestigium.com](http://www.vestigium.com) (**our site**). This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask you for information when you enter a competition or promotion and when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfillment of your orders.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.
- Details of which products and services of ours or our associated companies you have then gone on to view or register for from any links we provide on our site
- If you respond to any advertisement for a job, we will keep your application details until we reach a decision on it.

## IP addresses and other Internet information

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

We also use Google Analytics to collect anonymous data from websites that we may advertise on. This data allows us to understand how visitors who have clicked on our advert interact with us on our website. We may also use this information to make enhancements to our website and to improve user experience. Occasionally we may share this anonymous data with our associated companies. You can opt-out of this anonymous data collection and sharing activity by visiting the Google Analytics Privacy Overview web page and following the procedures noted under the Browser Opt-out section.

## Cookies

Our website uses cookies to distinguish you from other users of our website.

We collect information that is typically not personally identifiable through the use of web technologies which include cookies, web beacons and JavaScript tags. This information is used to (i) enhance your use and experience with our site; (ii) for marketing analysis; (iii) and for quality improvement purposes. These technologies may be placed directly by us or via our third party provider. We reserve the right to implement different types of technologies for this purpose in the future.

### *What is a cookie?*

A "cookie" is a small text file that is transferred to a web browser by a web server, and can be read by a web server in the same domain at a later time. Please note that we are unable to offer our website or services without serving some of our own cookies and/or similar technologies on your device. You therefore consent to our use of cookies by us when you use our site and services. You may, however, be able to avoid certain cookies by configuring your browser settings.

Different types of cookies do different things. "Session cookies" expire when you close your browser. We use session cookies to collect anonymous information about the way visitors use our site, so that we may better understand our customers' needs and improve the functionality of our site. "Persistent cookies" do not expire when you close your browser and instead stay on your computer until the expiration date set in the cookie, or until you delete it. We use persistent cookies so that our server will recognize you the next time you visit. It also may save you the trouble of re-entering information previously provided.

We also use web beacons. These are also known as clear GIFs, Web bugs or pixel tags, and are often used in combination with cookies. We or our third party providers use web beacons to allow us to count users who have visited certain pages and to generate statistics about how our site is used. They are not used to access personally identifiable information. Unlike cookies, you cannot decline Web beacons. However, setting your browser to decline cookies or to prompt you for a response will keep Web beacons from tracking your activity.

### *What do I do if I do not want to accept cookies?*

If you do not wish to receive cookies or wish to manage when you accept cookies in general, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Although you are not required to accept our cookies, if you set your browser to reject cookies, you may not be able to use all of the features and functionality of our site. Our third party partners may also use cookies; over which we

have no control.

### **Where we store your personal data**

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL (Secure Sockets layer) technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

### **Uses made of the information**

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

We will not share your data or the data in your reports that we generate for you to any third party. However, we may use your data, to provide you with information about goods and services which may be of interest to you which are offered by third parties and we may contact you about these by post or telephone.

If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to you whether those offers are from us directly or on behalf of a third party.

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (i.e. the sign up page) or let us know at any time by contacting us at any time.

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in Atlanta). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

### **Disclosure of your information**

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries

We may disclose your personal information to third parties:

- Where you have opted out of marketing or have cancelled your membership with us we may share your information with our compliance partners and marketing partners to ensure that they update their records.
- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If we or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [Terms of Use](#) and other agreements; or to protect the rights, property, or safety of we our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **Your information**

You can update your personal information and contact us by post or email. You can opt out from all marketing by selecting the 'opt-out' link that appears at the bottom of our emails or on our website or by emailing us on [contact@vestigium.com](mailto:contact@vestigium.com).

### **Links to third party websites**

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these

policies. Please check these policies before you submit any personal data to these websites.

## **Children**

We term anyone under the age of 18 a child and we do not provide services or market directly to children. Anyone under the age of 18 is therefore unable to register as a member. However, our memberships do not preclude a parent or guardian of a child registering an account for themselves and providing the details for their child to be monitored. We will never knowingly request personally identifiable information from anyone under the age of 13. If we discover that a child under the age of 13 has provided us with any personally identifiable information, we will delete that information from our systems.

## **Changes to our Privacy and Cookies Policy**

By using our site, you consent to the collection and use of information as outlined above by us in this document. We may modify this Privacy Policy from time to time, and any such modifications shall be effective upon posting by us on this page. You agree to be bound to any changes to this Privacy Policy when you use our site after any such modification is posted. It is therefore important that you review this Privacy Policy each time before accessing our site to ensure that you are updated as to any changes. If you do not want to be bound by an amendment or modification to this Privacy Policy, you will need to terminate your account, if any, and refrain from using our site or ordering any products after that date. No other amendments will be valid unless they are in a paper writing signed by Your Profile Insights, Inc and by you.

## **Contact**

Questions, comments and requests regarding this policy are welcomed and should be addressed to Vestigium, Your Profile Insights, Inc, 10945 State Bridge Road, Suite 401-335, Alpharetta, Georgia 30023-5676 or sent by email: [contact@vestigium.com](mailto:contact@vestigium.com).

**This Policy is effective from 1st October 2016**