

## **Privacy Policy – EMA Online**

Thank you for visiting our Privacy Policy. We are committed to respecting the privacy rights of the users of [www.emaonline.com](http://www.emaonline.com) (“Website”). We created this privacy policy (the “[Privacy Policy](#)”) to give you confidence as you visit and use the Website, and to demonstrate our commitment to fair information practices and to the protection of privacy.

This Privacy Policy applies whether you are accessing the Website via a personal computer, a mobile device or any other technology or devices now known or hereafter developed or discovered. This Privacy Policy is only applicable to the Website and not to any websites owned by our parent companies, subsidiaries or affiliates or other third-parties (collectively, “[Third-Party Websites](#)”), which may have data collection, storage and use practices and policies that differ materially from this Privacy Policy. For additional information, see the section concerning Third-Party Websites, below.

By using the Website or Services, you represent and warrant that you are at least 18 years of age, a resident of the United States, and are otherwise legally qualified to enter into and form contracts under applicable law.

Each time you use the Website, the then-current version of this Privacy Policy will apply. Accordingly, each time you use the Website you should check the date of this Privacy Policy (which appears at the end) and review any changes since the last time you used the Website. For additional information, see the section concerning Updates and Changes to Privacy Policy, below.

### **U.S. GOVERNING LAW**

The Website is designed and targeted to U.S. audiences and is governed by and operated in accordance with the laws of the U.S. We make no representation that this Website is operated in accordance with the laws or regulations of, or governed by, other nations. Please be aware that you must be in the U.S. to purchase any products from us.

If you are located in the European Union or elsewhere outside of the U.S., your access and use the Website at your own risk and initiative and you, not us, are responsible for compliance with any applicable local and national laws. By using the Website and/or providing us with your Personal Information (as defined below), you: (1) consent to the transfers and processing of any Personal Information you provide to the Website; (2) acknowledge that U.S. law provides a lower standard of protection for personal data than the laws of various countries including, but not limited to, the European Union; and (3) understand that the Website will deal with your Personal Information in accordance with this Privacy Policy and U.S. law. Consequently, you hereby waive any claims that may arise under the laws and regulations that apply to you in or of any other country or jurisdiction.

### **INFORMATION COLLECTION PRACTICES**

**a. Traffic Data.** Like most website operators, we automatically gather information of the sort that browsers automatically make available, including: (i) Internet Protocol (IP) addresses; (ii) domain servers; (iii) types of computers accessing the Website; (iv) types of Web browsers and mobile browsers accessing the Website; and (v) full Uniform Resource Locator (“URL”) click stream data, including referring URLs, date and time, and content viewed or searched for on the Website (collectively “[Traffic Data](#)”). Traffic Data is anonymous information that does not personally identify you.

**b. Cookies.** A “Cookie” is a string of information that a website stores on a user’s computer, and that the user’s browser provides to the website each time the user submits a query to the website. The purpose of a Cookie is to identify the user as a unique user of the Website. We use “session” cookies to collect information about your use of the Website, to remember your preferences, to give you a more personalized browsing experience, and to help you navigate the Website more efficiently from page to page. Specifically we use Cookies to identify you and to remember your preferences. Some Cookies may be accessible by third parties.

For additional information on our uses of Cookies, see the section concerning Information Use and Disclosure Practices/Traffic Data and Information Gathered.

If you do not wish to have Cookies placed on your computer, you should set your browsers to refuse Cookies before accessing the Website, with the understanding that certain of the services and certain features of the Website may not function properly without the aid of Cookies. If you refuse Cookies, you assume all responsibility for any resulting loss of functionality. Please be aware that some information from Cookies may be accessible by third parties.

**c. Analytics.** We use third-parties analytics for pages that we host. These third-parties may place Cookies on your machine, gather Personal Information, gather IP addresses and log data to collect traffic and activity data in order to deliver relevant metrics, content, and advertising. The collection of this information by third-parties are subject to such third-parties’ privacy policies. For additional information, see the section concerning Third-Party Websites, below.

**d. Personal Information.** If you wish to contact us, you will be asked to provide us certain information that personally identifies you (“Personal Information”). Personal Information includes, without limitation: (1) “Identity/Contact Data” (such as your name, email address, telephone number, work information; and payment information). In each case, you will be asked to provide Personal Information; the Website will not gather it surreptitiously.

## **INFORMATION USE AND DISCLOSURE PRACTICES**

### **a. Traffic Data and Information Gathered Using Cookies**

We analyze Traffic Data and information gathered using Cookies to help us better understand who is using the Website and how they are using it. By identifying patterns and trends in usage, we are able to better design the Website to improve your experience.

### **b. Personal Information**

**i. Generally.** We use your Personal Information to: (1) identify you and to process transactions; (2) to confirm your identity; (3) to send you information about any services on our Website; and (4) to contact you and communicate with you when necessary in connection with your use of the Website.

**ii. Disclosure Practices.** Except under the following circumstances, we will keep your Personal Information private, and will not sell or otherwise share it with third parties:

- **Marketing and General Communications.** We may contact you regarding our services or to respond to inquiries or questions.
- **Disclosure in Connection with Services.** We disclose Personal Information parties who help us provide Services, including those who perform technical, administrative and data processing tasks such as ad serving, email management, hosting, billing, and data storage and security.
- **By Law or to Protect Rights.** We disclose Personal Information when required to do so by law, or in response to a subpoena or court order, or when we believe that disclosure is reasonably necessary to protect our property or rights, or the property rights of third parties or the public at large.
- **Business Transfers; Bankruptcy.** We may transfer all Personal Information in our possession to a successor organization in the event of a merger, acquisition, or bankruptcy or other sale of all or a portion of our assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred Personal Information will be subject to this Privacy Policy, or to a new privacy policy if you are given notice of that new privacy policy and an opportunity to affirmatively opt-out of it. Personal Information submitted or collected after a transfer, however, may be subject to a new privacy policy adopted by our successor organization.

### **c. Additional Information Regarding Third Parties We Share Information With**

Although you are entering into an Agreement with [www.emaonline.com](http://www.emaonline.com) to disclose your information to us, we do use third party individuals and organizations to assist us, including contractors, web hosts, and payment processors.

Throughout the course of our provision of our Services to you, we may delegate our authority to collect, access, use, and disseminate your information. It is therefore necessary that you grant the third parties we may use in the course of our business the same rights that you afford us under this Privacy Policy. For this reason, you hereby agree that for every authorization which you grant to us in this Privacy Policy, you also grant to any third party that we may hire, contract, or otherwise retain the services of for the purpose of operating, maintaining, repairing, or otherwise improving or preserving our website or its underlying files or systems. You agree not to hold us liable for the actions of any of these third parties, even if we would normally be held vicariously liable for their actions, and that you must take legal action against them directly should they commit any tort or other actionable wrong against you.

Without limiting the generality of the foregoing, you authorize us to use third party services for the purposes of information collection, providing our service to you, billing and web analytics.

### **YOUR CALIFORNIA PRIVACY RIGHTS AND DO NOT TRACK**

Under California's "Shine the Light" law (CA Civil Code § 1798.83), California residents who provide personal information to businesses in obtaining products or services for personal, family or household use are entitled to either: (1) a list detailing the categories of information shared and the entities to which such information was provided; or (2) to be notified of a mechanism by which a consumer may opt-out of having their information shared with third parties. We have elected the second option. To opt-out of having your information shared with third parties, please contact us. We currently do not subscribe to any do-not track listings and will not respond to your browser's do-not track signals.

## **SECURITY OF PERSONAL INFORMATION**

We have implemented and maintain reasonable physical and electronic security procedures and practices to protect against the unauthorized access, use, modification, destruction or disclosure of your Personal Information. All credit card transactions and billing are handled by established third party banking, processing agents and distribution institutions who receive information needed to verify and authorize your credit card or other payment information. However, as the internet can never be 100% secure we encourage you to use firewalls, anti-virus software, and other means to protect your Personal Information.

## **YOUR ABILITY TO ACCESS, UPDATE, AND CORRECT PERSONAL INFORMATION**

You represent and warrant that all information you provide on any form or otherwise in connection with your use of the Website will be complete and accurate. If you wish to understand, update, or modify any Personal Information has been collected by us please contact us at the email address listed below. Please be aware that once you discontinue using our Site and Service we may keep your information in non-accessible formats for business and legal reasons for a commercially reasonable duration. If you wish for us to delete your information, please contact us at [websitefeedback@emaonline.com](mailto:websitefeedback@emaonline.com).

If you have additional questions regarding our privacy collection practices, please contact us at: [websitefeedback@emaonline.com](mailto:websitefeedback@emaonline.com).

## **THIRD-PARTY WEBSITES**

We neither own nor control Third-Party Websites. Accordingly, Third-Party Websites are under no obligation to comply with this Privacy Policy except with respect to Personal Information provided directly to them by us. Before visiting or providing Personal Information to a Third-Party Website, you should inform yourself of the privacy policies and practices (if any) of that Third-Party Website, and should take those steps necessary to, in your discretion, protect your privacy.

## **UPDATES AND CHANGES TO PRIVACY POLICY**

Although most changes are likely to be minor, we may at any time and without notice add to, update, change or modify this Privacy Policy, simply by posting such update, change or modification on this page. Any such addition, update, change or modification will be effective immediately upon posting on the Website. Each time you use the Website, the then-current version of this Privacy Policy will apply. Accordingly, each time you use the Website you should check the date of this Privacy Policy (which appears at the end) and review any changes since the last time you used the Website. Unless we obtain your express consent, any revised Privacy Policy will apply only to information collected after the effective date of such revised Privacy Policy, and not to information collected under any earlier Privacy Policy. If you have any questions, please contact us at [websitefeedback@emaonline.com](mailto:websitefeedback@emaonline.com).

## **COPPA COMPLIANCE**

We intend to fully comply with US laws respecting children's privacy. Our Website is not intended for and does not target children. Therefore, we do not collect or process any information for any persons under the age of 18. If you believe someone under the age of 18 has submitted information to us please contact us immediately.

Effective Date: March 2, 2015