

# Privacy Policy

---

**Nikita Mckinder values its visitors' privacy. This privacy policy is effective November 10th 2017; it summarizes what information we might collect from a registered user or other visitor ("you"), and what we will and will not do with it.**

Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

Please note that this privacy policy does not govern the collection and use of information by companies that Nikita McKinder does not control, nor by individuals not employed or managed by Nikita McKinder. If you visit a Website that we mention or link to, be sure to review its privacy policy before providing the site with information.

## **What do we do with your personally identifiable information?**

It is always up to you whether to disclose personally identifiable information to us, although if you elect not to do so, we reserve the right not to register you as a user or provide you with any products or services. "*Personally identifiable information*" means information that can be used to identify you as an individual, such as, for example:

- your name, company, email address, phone number, billing address, and shipping address
- your user ID and password
- credit card information
- any account-preference information you provide us
- your computer's domain name and IP address, indicating where your computer is located on the Internet
- session data for your login session, so that our computer can 'talk' to yours while you are logged in

If you do provide personally identifiable information to us, either directly or through a reseller or other business partner, we will:

- not sell or rent it to a third party without your permission — although unless you opt out (see below), we may use your contact information to provide you with information we believe you need to know or may find useful, such as (for example) news about our services and products and modifications to the Terms of Service;
- take commercially reasonable precautions to protect the information from loss, misuse and unauthorized access, disclosure, alteration and destruction;
- not use or disclose the information except:
  - as necessary to provide services or products you have ordered, such as (for example) by providing it to a carrier to deliver products you have ordered;
  - in other ways described in this privacy policy or to which you have otherwise consented;
  - in the aggregate with other information in such a way so that your identity cannot reasonably be determined (for example, statistical compilations);
  - as required by law, for example, in response to a subpoena or search warrant;
  - to outside auditors who have agreed to keep the information confidential;

- as necessary to enforce the Terms of Service;
- as necessary to protect the rights, safety, or property of [Company Name], its users, or others; this may include (for example) exchanging information with other organizations for fraud protection and/or risk reduction.

### **When do we collect information?**

We collect information from you when you register on our site, place an order with us, fill out a form or enter information on our site. We collect information when you provide it to us by email or over the phone. If we have your consent to purchase 3rd party technologies on your behalf we will collect necessary information at the time. 3rd party technologies may include, but are not limited to, premium Wordpress themes, Wordpress plugins, domain name and/or hosting fees.

We may store your data on servers provided by third party hosting vendors with whom we have contracted with your consent.

### **How do we protect your information?**

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

### **Your privacy responsibilities**

To help protect your privacy, be sure:

- not to share your user ID or password with anyone else;
- to log off the Nikita McKinder Website when you are finished;
- to take customary precautions to guard against "malware" (viruses, Trojan horses, bots, etc.), for example by installing and updating suitable anti-virus software on your device.

### **Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information.

### **We use cookies to:**

- Compile aggregate data about site traffic and site interactions in order to offer improved services and 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 settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some of the features that make your site experience more efficient may not function properly.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide you with advance notice and receive your consent. This does not include website hosting partners and other third parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours 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**

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent Privacy Policies and Terms And Conditions. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Google**

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.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We do not use Google AdSense Advertising on 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 by 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 any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared.

See more at:

<http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

### **According to CalOPPA, we agree to the following:**

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 easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- Via Email

You can change your personal information:

- By emailing us at “nmckinder@gmail.com”

### **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' 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 the age of 13 years old.

### **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 comply with the various privacy laws that protect personal information.

**In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify you via email

- Within 1 business day

### **Changes to this privacy policy**

We reserve the right to change this privacy policy as we deem necessary or appropriate due to any legal compliance requirements or changes in our business practices. If you have provided us with an email address, we will endeavor to notify you, by email to that address, of any material change to how we will use personally identifiable information.

### **Questions or comments?**

If you have questions or comments about Nikita McKinder's privacy policy, send an email to [nmckinder@gmail.com](mailto:nmckinder@gmail.com), or contact Nikita McKinder via the Contact page at [www.nikitamckinder.com](http://www.nikitamckinder.com).