

## **Alison Cook PhD Privacy Policy**

This website and related software applications (collectively, the “Site”) operated by Alison Cook PhD (“AC” or “we” or “us”) are governed by this privacy policy (the “Privacy Policy”). The Privacy Policy describes our privacy practices for the Site and applies to all personally identifiable information (collectively, “Personal Information”) and other information that is collected by AC through the Site or which we maintain in our possession. It does not apply to information collected from you through third parties such as other websites or online services operated by AC’s affiliates or partners. Please review this Privacy Policy carefully before using the Site. By using this Site, you agree to the Terms of this Privacy Policy.

### **What Information Do We Collect?**

We collect Personal Information from you when you: (1) communicate with us via email, telephone, mail, social media, or other method; (2) enter a contest or other promotion (in accordance with the applicable official rules); (3) order products and services; (4) opt-in to receive email newsletters or other promotional materials; or (5) otherwise provide us with your Personal Information.

Personal Information we collect may include, without limitation, your name, email address, phone number, address, customer service requests, and payment information (which may include bank account information and credit card information) if you submit such information. We may use a third-party provider to process payment and that third-party may receive and store your payment information, in which case the privacy practices of that third party apply to such Personal Information. We may request additional information to verify your identity in certain instances. We may use cookies and other available technology to remember your preferences and customized settings. We may also collect Personal Information from you so that we may improve our products and provide you with efficient customer service.

By voluntarily providing us with Personal Information, you are consenting to our use of it in accordance with this Privacy Policy. If you provide Personal Information to us via the Site, you acknowledge and agree that such Personal Information may be transferred from your current location to the offices and servers of AC and the authorized third parties referred to herein for the purposes described in this Privacy Policy.

### **Non-Personal Information**

As part of the standard operation of the Site, AC or its third-party contractors may collect certain non-personal information from you, including but not limited to your browser type, device type, operating system, IP address, installation data, error and other use codes, and referring web site address. This information is not personally identifiable and is only used in aggregate (not in any way that personally identifies you). In addition, we may collect information about your browsing behavior, such as the date and time you visit the Site, the areas or pages of the Site that you visit, the amount of time you spend viewing the Site, the number of times you return to the Site and other click-stream data.

### **Cookies**

We may use cookies or web beacons such as Facebook Pixel to collect the non-personal information described above. A cookie is a small text file that may be stored on the hard drive of your computer

when you access the Site. We may also use cookies to: (1) monitor Site usage; (2) conduct research to improve our content and services; and (3) track items in your shopping basket in order to return you to the correct re-entry page on the Site after your purchase. You may change your web browser's settings to adjust your cookie preferences. Check the "Help" menu of your browser to learn how to change your cookie preferences.

### **Third Party Web Analytics Services**

We may use third party web analytics services on the Site and in communications we send to you. The service providers that administer these services also use technologies such as cookies, web server logs, web beacons and similar technologies to help us analyze how you use the Site and our emails.

### **Use of Information**

We may use the Personal Information and non-personal information we collect from and about you for any of the following purposes: (1) to fulfill your requests for products and services; (2) to provide you with targeted offers and advertising on the Site; (3) to contact you when necessary; (4) to communicate with you about our products and services; (5) to communicate with you about changes to our policies; (6) to maintain or administer the Site, perform business analyses, or for other internal purposes to optimize or improve the quality of our business, the Site, or the products and services we offer; (7) to address problems with the Site, our business, or our products and services; (8) to detect, investigate, or prevent activities that may violate our policies, be illegal, or damage the Site, our business, or others' businesses; and (9) as otherwise described to you at the point of collection or pursuant to your consent. We may also use your Personal Information to contact you with information and promotional materials and offers from us, as well as from our affiliated organizations, marketing partners, and other third parties. If you would prefer not to receive such communications, please send your request to [info@alisoncookphd.com](mailto:info@alisoncookphd.com) with the subject "Privacy Opt Out".

### **Disclosure of Personal Information**

We may disclose your Personal Information and other non-personal information to the following parties:

1. *Employees and Independent Contractors:* We may share your Personal Information with our employees, independent contractors, subsidiaries, affiliates, consultants, business associates, service providers, and suppliers, if the disclosure will enable any of these entities to perform a business, professional, fulfillment, marketing, information technology, or technical support function for us.
2. *Third Party Service Providers:* We may share your Personal Information with third party service providers that perform functions on our behalf. These entities may have access to your Personal Information only as needed to perform their functions. These may be organizations such as PayPal for payment processing, Constant Contact for data management, or common carriers such as UPS and Federal Express.
3. *Corporate Partners and Affiliates:* We may share your Personal Information with related corporate partners and other affiliated entities for business, operational, and marketing purposes.
4. *Other Third Parties By Law or In Emergency Situations:* We may also use or disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to applicable law or comply with legal process or discovery request served on us

or the Site; (b) protect and defend our rights or property, the Site, or our users; or (c) act under emergency circumstances to protect the personal safety of us, our affiliates, agents, the users of the Site, or the public.

5. *Other Parties In Connection With a Transaction:* We may change our ownership or corporate organization while providing the Site. We may also sell certain assets associated with the Site. In such event, we may transfer some or all of your Personal Information to an organization or individual acquiring all or part of our assets or to another an organization with which we have merged or that has otherwise acquired our business.
6. *Other Parties With Your Consent:* We may share Personal Information about you with other third parties when you consent to such sharing. In addition to the disclosures above, we may disclose non-Personal Information to third parties, such as aggregate website usage data or demographic reports that do not describe or identify individual users.

### **Security and Electronic Communication**

The privacy of communication over the Internet cannot be guaranteed because the Internet is not a secure medium. Thus, we cannot ensure or warrant the security of any information you transmit to us. Therefore, you agree that we are not responsible for any harm, loss, or damage you may incur by the sending of Personal Information or other confidential information over the Internet to us, and you agree that such communications are made at your own risk.

### **Third Party Content and Links to Third Party Websites**

The Site may contain content hosted or served by third parties or link to websites operated by third parties. Please be advised that the practices described in this Privacy Policy do not apply to information gathered by these third parties. We are not responsible for the actions and privacy policies employed by any third party, and our hosting of third-party content or linking to third party websites does not constitute an endorsement of the content or business practices of those third parties.

### **Children's Privacy**

The Site is not directed to children under the age of 13. We do not knowingly collect or maintain information on children under the age of 13. If you are the parent or guardian of a child age 13 or under who has provided us with Personal Information and you would like that information removed, please contact us at [info@alisoncookphd.com](mailto:info@alisoncookphd.com).

### **Governing Law**

While we make a good faith effort to comply with local data protection and consumer rights laws to the extent they may apply to our services, the Site is published in the United States and is primarily targeted to United States citizens.

If you are uncertain whether this Privacy Policy conflicts with the applicable local privacy laws where you are located, you should not submit your Personal Information to AC. This Privacy Policy and its terms shall be governed and construed in accordance with the laws of the United States and the State of Georgia without regard to the conflicts of laws provisions therein. Any claim or dispute related to this Privacy Policy or the privacy practices of AC must be brought in the federal or state courts of Fulton County, Georgia, USA, and the parties each hereby submit to the personal jurisdiction thereof.

## **Notice to Users Outside the U.S.**

If you are located outside the United States of America, you should be aware that your Personal Information may be transferred to the United States of America. If you are located in a country outside the United States of America and voluntarily submit Personal Information to us on the Site, you thereby consent to the general use of such information as provided in this Privacy Policy and to the transfer of that information to, and/or storage of that information in, the United States of America. Depending on the nation of your citizenship or residence, you may be entitled to certain other privacy rights.

## **Changes to This Privacy Policy**

We may make changes to this Privacy Policy from time to time. When we do, we will post the updated Privacy Policy to the Site. Changes to the Privacy Policy are effective immediately upon posting. Please review the terms of this Privacy Policy regularly as those terms in effect at the time of your visit to the Site will be applicable. Use of the Site indicates your full and complete agreement to the terms of this Privacy Policy. Use of information (including Personal Information) we gather or that is in our possession is subject to the Privacy Policy as in effect at the time of collection.

## **How To Opt-Out or Correct Your Information**

You may opt-out of receiving future marketing emails and newsletters from AC. We provide you with the opportunity to opt-out of receiving such communications from us by clicking on the “unsubscribe” link within the email you receive. Please note that your request not to receive unsolicited marketing emails from us will not apply to messages that you request or that are not marketing in nature.

## **Do Not Track**

The Site may not respond to the Do Not Track setting of your web browser.

## **California Privacy Rights for California Residents**

Under California’s “Shine the Light” law, California residents who provide Personal Information in obtaining products or services for personal, family, or household use are entitled to request and obtain from us once a calendar year information about the Personal Information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of Personal Information and the names and addresses of those businesses with which we shared Personal Information for the immediately prior calendar year (e.g., requests made in 2021 will receive information regarding 2020 sharing activities).

To obtain this information, please send an email message to [info@alisoncookphd.com](mailto:info@alisoncookphd.com) with “Request for California Privacy Information” on the subject line and in the body of your message. The requested information, if required by law, will be provided to you at your email inbox.

## **Rights of European Union Residents**

The European Union’s General Data Protection Regulation (GDPR) applies to the processing of Personal Information of E.U. citizens and residents. This section provides information regarding the rights GDPR grants to E.U. users and the responsibilities of AC under such regulations.

### **1. E.U. User Rights**

If you are an E.U. resident and submit your Personal Information to us or we otherwise collect Personal Information about you as defined by GDPR, you have the following rights regarding how we manage your

Personal Information. For purposes of this “E.U. User Rights” section, “Personal Information” means Personal Information, as the term means above in this Privacy Policy, as well as any information which AC may link or otherwise connect with your account or identity. To exercise the rights provided below, please submit your request to [info@alisoncookphd.com](mailto:info@alisoncookphd.com) with the subject EU Privacy Request.

Explanation and access to your Personal Information: You have the right to be informed about your Personal Information AC has in its possession. You also have the right to request a copy of all Personal Information in AC’s possession if AC collected such Personal Information based on consent or because it is required to provide a service that you requested from us.

Data Deletion: You may request the deletion of your account and all Personal Information in our possession. AC may retain certain Personal Information if required by law or for legitimate business purposes as permitted by GDPR.

Data Correction: If you believe in Personal Information in AC’s possession is inaccurate, you may request correction of such Personal Information.

Objections: You may object to AC’s processing of your Personal Information (including for marketing purposes), based on profiling or automated decision-making. However, AC may continue to process your Personal Information if it is doing so in accordance with GDPR regulations. You may file a complaint with the appropriate European governmental agency if you believe AC’s management of your Personal Information is not in accordance with GDPR.

## 2. Grounds for Processing Personal Information.

### a. Consent

- i. AC may collect and use your Personal Information based on your consent. You may revoke your consent at any time but doing so may prevent you from accessing any service or feature that requires collection or use of the Personal Information AC collected or used based on consent.
- ii. AC relies on consent in connection with data collections or uses of Personal Information that are necessary to enhance the user experience, to enable optional services or features, or to communicate with you.

### b. To provide certain services you request. To provide you with certain services that you request from AC, we may collect and use Personal Information such as:

- i. Information necessary for communicating with you, for verifying your identity, to fulfill orders for products or services, or to make or receive payments;
- ii. Transaction information about a specific transaction you have initiated with AC;  
or
- iii. Usage information, which is necessary to maintain, optimize, and enhance our services, such as products or features on our website which generate greater traffic.

### c. Compliance with legal obligations, protecting the vital interests of a third party or general public.

- i. AC may process or disclose Personal Information to comply with a legal investigation, at the request of law enforcement, if there is a threat to the safety or property of another person, or a substantial public interest.
- d. Necessary for AC's legitimate interests.
  - i. To prevent, detect and combat fraud in connection with the use of our services.
  - ii. To provide customer support.
  - iii. To optimize our service and develop new services.
  - iv. For research and analytical purposes. This includes, for example, analyzing usage trends to improve the user experience.
  - v. For direct marketing purposes. This includes, for example, analyzing data to identify trends and tailor marketing messages to user needs.
  - vi. To enforce AC's Terms of Use.

### **How To Contact Us**

If you have any questions about this Privacy Policy, you may contact us as follows:

By mail:

PO Box 614

Big Horn, WY 82833

Email:

[info@alisoncookphd.com](mailto:info@alisoncookphd.com)

*Effective Date of Privacy Policy: January 1, 2021*