



## Privacy Policy

### **What information do we collect?**

We collect information from you when you register on our site or generate ads within the IE platform. When registering on our site, as appropriate, you may be asked to enter your: name, e-mail address or phone number. You may, however, visit our site anonymously.

### **What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- 1) To personalize your experience: Your information helps us to better respond to your individual needs.
- 2) To improve our website: We continually strive to improve our website offerings based on the information and feedback we receive from you.
- 3) To improve customer service: Your information helps us to more effectively respond to your customer service requests and support needs.
- 4) To process transactions: Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.
- 5) To send periodic emails: The email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions.

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

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information.

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

Yes (Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information. We use cookies to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and offer better tools in the future.

### **Can you Opt Out of our cookies?**

Yes. Our cookies all reside on the following domain: [www.impactengine.com](http://www.impactengine.com). Anyone can opt out of having Impact Engine cookies dropped either by blocking all cookies (via their internet browser settings/preferences) or by blocking cookies specifically from the [www.impactengine.com](http://www.impactengine.com) domain specifically (if their browser allows this).

**Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third 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 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.

**California Online Privacy Protection Act Compliance**

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent. As part of the California Online Privacy Protection Act, all users of our site may make any changes to their information at anytime by logging into their account and the clicking on the account name in the upper, right hand corner of the page.

**Childrens Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

**Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

**Your Consent**

By using our site, you consent to our online privacy policy.

**Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

This policy was last modified on **July 8<sup>th</sup>, 2013**

**Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

<http://www.impactengine.com>  
800 Silverado St.  
La Jolla, CA 92037  
USA  
support@impactengine.com  
866.467.2289