

Privacy Policy Another-View

Your privacy is important to us. We have a few fundamental principles:

- We are mindful of the personal information we ask you to provide and the personal information that we collect about you through the operation of our services.
 - We store personal information for only as long as we have a reason to keep it.
 - We aim to make it as simple as possible for you to control what information is retained by us.
 - We aim for full transparency on how we gather, use, and share your personal information.
- Below is our Privacy Policy, which incorporates and clarifies these principles.

Information We Collect

We only collect information about you if we have a reason to do so—for example, to provide our Services, to communicate with you, or to make our Services better.

We collect information in three ways: if and when you provide information to us, automatically through operating our Services, and from outside sources. Let's go over the information that we collect.

Information You Provide to Us

It's probably no surprise that we collect information that you provide to us. The amount and type of information depends on the context and how we use the information. Here are some examples:

Basic Account Information: We ask for basic information from you in order to set up your account. For example, we require individuals who sign up for a Another-View account to provide a username and email address—and that's it. You may provide us with more information—like your name—but we don't require that information to create a Another-View account.

Transaction and Billing Information: If you buy something from us—a live training, a downloadable product etc—you will provide additional personal and payment information that is required to process the transaction and your payment, such as your name, credit card information, and contact information.

Communications With Us: You may also provide us information when you attend trainings, respond to surveys, answer online questions, communicate with our support team, or post a question in our public forums.

Information We Collect Automatically

We also collect some information automatically:

Log Information: Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, such as the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information. We collect log information when you use our Services—for example, when you access our website.

Usage Information: We collect information about your usage of our Services. For example, we collect information about the actions that site administrators and users perform on our site—in other words, who did what, when and to what thing on a site (e.g., [username] at [time/date]). We also collect information about what happens when you use our Services (e.g., page views, etc) along with information about your device (e.g., screen size, name of cellular network, and mobile device manufacturer). We use this information to, for example, provide our Services to you, as well as get insights on how people use our Services, so we can make our Services better.

Location Information: We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions.

Information from Cookies & Other Technologies: A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails. We use cookies and other technologies like pixel tags to help us identify and track visitors, usage, and access

preferences for our Services, as well as track and understand email campaign effectiveness.

Information We Collect from Other Sources

We may also get information about you from other sources. For example, if you open a message we sent to you through a promotional service such as Mailchimp or through another service (like Google) we will receive information from that service (such as your username and basic profile information) via the authorization procedures used by that service. The information we receive depends on which services you authorize and any options that are available.

We may also get information, such as a mailing address, from third party services about individuals who are not yet our customers (...but we hope will be!), which we may use, for example, for marketing and advertising purposes like postcards and other mailers advertising our services.

How And Why We Use Information Purposes for Using Information

We use information about you as mentioned above and for the purposes listed below:

- To provide our Services—for example, to set up and maintain your account, provide secure access to training courses and personalised feedback, or charge you for any of our paid Services;
- To further develop and improve our Services—for example by adding new features that we think our users will enjoy or will help them to learn more effectively;
- To monitor and analyze trends and better understand how users interact with our Services, which helps us improve our Services and make them easier to use;
- To measure, gauge, and improve the effectiveness of our advertising, and better understand user retention and attrition—for example, we may analyze how many individuals purchased a course after receiving a marketing message or the features used by those who continue to use our Services after a certain length of time;
- To monitor and prevent any problems with our Services, protect the security of our Services, detect and prevent fraudulent transactions and other illegal activities, fight spam, and protect the rights and property of Another-View and others, which may result in us declining a transaction or the use of our Services;
- To communicate with you, for example through an email, about offers and promotions offered by Another-View and others we think will be of interest to you, solicit your feedback, or keep you up to date on Another-View and our products; and
- To personalize your experience using our Services, target our marketing messages to groups of our users (for example, those who have a particular plan with us or have been our user for a certain length of time), and serve relevant content.

Legal Bases for Collecting and Using Information

A note here for those in the European Union about our legal grounds for processing information about you under EU data protection laws (**GDPR**), which is that our use of your information is based on the grounds that:

- (1) The use is necessary in order to fulfill our commitments to you under our Terms of Service or other agreements with you or is necessary to administer your account—for example, in order to enable access to our website on your device or charge you for a paid plan; or
- (2) The use is necessary for compliance with a legal obligation; or
- (3) The use is necessary in order to protect your vital interests or those of another person; or
- (4) We have a legitimate interest in using your information—for example, to provide and update our Services, to improve our Services so that we can offer you an even better user experience, to safeguard our Services, to communicate with you, to measure, gauge, and improve the effectiveness of our advertising, and better understand user retention and attrition, to monitor and prevent any problems with our Services, and to personalize your experience; or
- (5) You have given us your consent—for example before we place certain cookies on your device and access and analyze them later on.

Sharing Information

How We Share Information

We do not sell our users' private personal information.

We share information about you in the limited circumstances spelled out below and with appropriate safeguards on your privacy:

Employees: We may disclose information about you to our employees, that need to know the information in order to help us provide our services or to process the information on our behalf. We require our employees, to follow this Privacy Policy for personal information that we share with them. This may include assistants who need to contact you, via email or telephone.

Third Party Vendors: PayPal or a credit card provider for instance: We may share information about you with them as they need that information about you in order to provide their services to us, or to provide their services to you. To help us provide our services to you (like payment providers that process your credit and debit card information, fraud prevention services that allow us to analyze fraudulent payment transactions, postal and email delivery services that help us stay in touch with you, customer chat and email support services that help us communicate with you, registrars, registries that allow us to provide certification, and our hosting provider, those that assist us with our marketing efforts (e.g. by providing tools for identifying a specific marketing target group or improving our marketing campaigns), and those that help us understand and enhance our Services (like analytics providers), who may need information about you in order to, for example, provide technical or other support services to you.

Legal Requests: We may disclose information about you in response to a subpoena, court order, or other governmental request.

To Protect Rights, Property, and Others: We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of Another-View, third parties, or the public at large. For example, if we have a good faith belief that there is an imminent danger of death or serious physical injury, we may disclose information related to the emergency without delay.

Business Transfers: In connection with any merger, sale of company assets, or acquisition of all or a portion of our business by another company, or in the unlikely event that Another-View goes out of business or enters bankruptcy, user information would likely be one of the assets that is transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information may continue to use your information, but only consistent with this Privacy Policy.

With Your Consent: We may share and disclose information with your consent or at your direction. For example, we may share your information with third parties with which you authorize us to do so, such as the social media services that you connect to us with.

Aggregated or De-Identified Information: We may share information that has been aggregated or reasonably de-identified, so that the information could not reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services.

Other Site Owners: If you have a WordPress.com account and leave a comment on one of our sites, your IP address and the email address associated with your WordPress.com account may be shared with the administrator(s) of the site where you left the comment.

Published Support Requests: And if you send us a request (for example, via a support email or one of our feedback mechanisms), we reserve the right to publish that request in order to help us clarify or respond to your request or to help us support other users. We would normally ask you in all circumstances. Information Shared Publicly

Information that you choose to make public. That means, of course, that information like your public profile, posts, other content that you make public on our website, and your “Likes” and comments on our websites, are all available to others.

Public information may also be indexed by search engines or used by third parties.

Please keep all of this in mind when deciding what you would like to share.

How Long We Keep Information

We generally discard information about you when we no longer need the information for the purposes for which we collect and use it—which are described in the section above on How and Why We Use Information—and we are not legally required to continue to keep it.

For example, we keep the web server logs that record information about a visitor to one of our websites, such as the visitor’s IP address, browser type, and operating system, for approximately 30 days. We retain

the logs for this period of time in order to, among other things, analyze traffic to our website and investigate issues if something goes wrong on our website.

As another example, when you delete a post, page, or comment from our site, it stays in a Trash folder for thirty days just in case you change your mind and would like to restore that content—because starting again from scratch is no fun, at all. After the thirty days are up, the deleted content may remain on our backups and caches until purged.

Security

While no online service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so, such as monitoring our Services for potential vulnerabilities and attacks.

To enhance the security of your account, we encourage you to enable our advanced security settings, like Two Step Authentication.

Choices

You have several choices available when it comes to information about you:

Limit the Information that You Provide: If you have an account with us, you can choose not to provide the optional account information, profile information, and transaction and billing information. Please keep in mind that if you do not provide this information, certain features of our Services—for example, paid services—may not be accessible.

Opt-Out of Electronic Communications: You may opt out of receiving promotional messages from us. Just follow the instructions in those messages. If you opt out of promotional messages, we may still send you other messages, like those about your account and legal notices.

Set Your Browser to Reject Cookies: You can usually choose to set your browser to remove or reject browser cookies before using our website, with the drawback that certain features of our website may not function properly without the aid of cookies.

Close Your Account: While we'd be very sad to see you go, if you no longer want to use our Services, you can close your account. Please keep in mind that we may continue to retain your information after closing your account, as described in How Long We Keep Information above—for example, when that information is reasonably needed to comply with (or demonstrate our compliance with) legal obligations such as law enforcement requests, or reasonably needed for our legitimate business interests.

Your Rights

If you are located in certain countries, including those that fall under the scope of the European General Data Protection Regulation (AKA the “GDPR”), data protection laws give you rights with respect to your personal data, subject to any exemptions provided by the law, including the rights to:

Request access to your personal data;

Request correction or deletion of your personal data;

Object to our use and processing of your personal data;

Request that we limit our use and processing of your personal data; and

Request portability of your personal data.

You can usually access, correct, or delete your personal data using your account settings and tools that we offer, but if you aren't able to do that, or you would like to contact us about one of the other rights, scroll down to How to Reach Us to, well, find out how to reach us.

EU individuals also have the right to make a complaint to a government supervisory authority.

How to Reach Us

If you have a question about this Privacy Policy, or you would like to contact us about any of the rights mentioned in the Your Rights section above, please contact us.

Other Things You Should Know

Transferring Information

Because our Services are offered worldwide, the information about you that we process when you use the Services in the EU may be used, stored, and/or accessed by individuals operating outside the European Economic Area (EEA) who work for us, or third party data processors. This is required for the purposes listed in the How and Why We Use Information section above. When providing information about you to

entities outside the EEA, we will take appropriate measures to ensure that the recipient protects your personal information adequately in accordance with this Privacy Policy as required by applicable law. These measures include:

In the case of US based entities, entering into European Commission approved standard contractual arrangements with them, or ensuring they have signed up to the [EU-US Privacy Shield](#); or

In the case of entities based in other countries outside the EEA, entering into European Commission approved standard contractual arrangements with them.

Ads and Analytics Services Provided by Others

Ads appearing on any of our Services may be delivered by advertising networks. Other parties may also provide analytics services via our Services. These ad networks and analytics providers may set tracking technologies (like cookies) to collect information about your use of our Services and across other websites and online services. These technologies allow these third parties to recognize your device to compile information about you or others who use your device. This information allows us and other companies to, among other things, analyze and track usage, determine the popularity of certain content, and deliver advertisements that may be more targeted to your interests. Please note this Privacy Policy only covers the collection of information by Another-View and does not cover the collection of information by any third party advertisers or analytics providers.

Privacy Policy Changes

Although most changes are likely to be minor, Another-View may change its Privacy Policy from time to time. Another-View encourages visitors to frequently check this page for any changes to its Privacy Policy. If we make changes, we will notify you by revising the change log below, and, in some cases, we may provide additional notice (such as adding a statement to our homepage or our Blog, or sending you a notification through email or your dashboard). Your further use of the Services after a change to our Privacy Policy will be subject to the updated policy.

That's it! Thanks for reading.

Changelog

10/07/2018 – created