

PRIVACY POLICY

For arlenewilliamsbooks.com

This privacy policy sets out how arlenewilliamsbooks.com uses and protects any information that you give arlenewilliamsbooks.com when you use this website. Arlenewilliamsbooks.com is committed to ensuring that your privacy is protected. Should I ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Arlenewilliamsbooks.com may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from March 12, 2017.

Section 1: Children Under 13

Notice to Children

If a newsletter is offered through this website, and if you are under the age of 13 and you would like to subscribe to my newsletter, your parent or guardian must provide consent. See “**Parent/Guardian Consent” below. I will NOT knowingly collect, use, or distribute personal information from children under the age of 13 without prior verifiable consent from a parent or guardian. The only information I collect are email addresses for the purposes of sending out a newsletter.

In collecting the emails, I request a parent’s email for those under 13. A parent’s email is only used to notify parents and obtain consent, and will not be used for any other purpose.

Notice to Parents/Guardians

Arlenewilliamsbooks.com complies with the requirements of the Children’s Online Privacy and Protection Act (COPPA). This notice describes my practice for collecting, using, and disclosing personal information from and about children under the age of 13. A parent or guardian’s consent is required in order to collect this information. Instructions on how to give consent are listed below. If you have any questions about these policies and practices, you may contact me by email at arlene@arlenewilliamsbooks.com. For more information about COPPA and your child’s right to online privacy, visit <http://www.coppa.org/comply.htm>.

****Parent/Guardian Consent**

Before personal information is collected from a child, a parent or guardian of the child must receive notice of the operator’s information practices and consent to those practices. When a child under 13 subscribes to the newsletter, I ask for the parent’s email to send a notification of this subscription.

You may also grant consent by emailing me at arlene@arlenewilliamsbooks.com to request that your child be added to my mailing list. I will then send you a confirmation that I've received it. Please include the following:

I, _____, am the parent/legal guardian of _____. I give my consent to allow my child to subscribe to Arlene Williams' Newsletter. I understand that I may revoke consent at any time.
Please send the newsletter to this email address _____.
Today's date is _____.

(If you'd prefer not to give your child's first and/or last name, you may adjust it to say "parent/legal guardian of the child whose email address is below.")

Revoking Consent and Deleting Information

At any time, a parent or guardian may ask to review their child's personal information, direct me to delete it, and refuse to allow any further collection or use of the child's information. To do so, please contact me at arlene@arlenewilliamsbooks.com.

Information I Collect

The information I collect includes your child's email address. I will not require a child to disclose more information than is reasonably necessary to participate in the newsletter subscription.

How I Use the Information

I use the information about your child to send a newsletter with information on events, books, posts, notifications of giveaways, and other news. They are not used for any other purpose and not sold to any other party. These emails are collected by the third party vendor Mail Chimp (MailChimp; The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA; <https://mailchimp.com/contact>.) I will not disclose your child's information to any other third party without your authorization, except as may be required by law.

Section 2: General Privacy Policy

What I collect

I may collect the following information:

- email address
- other information relevant to customer surveys and/or book giveaways
- website traffic information through cookies from Google Analytics

Surveys & Contests

From time to time, I may offer surveys and contests, and my site will request information via the surveys or contests. Participation in these surveys or book giveaways is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact

information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

What I do with the information I gather

If I do collect information via surveys, newsletters, or contests, I will use this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- I may use the information to improve our products and services.
- I may periodically send promotional email, posts, or newsletters about new products, special offers or other information which I think you may find interesting using the email address which you have provided.
- I may use the information to customize the website according to your interests.
- I will never sell your information.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure I have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information I collect online.

How I use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

This site uses Google Analytics to track visits. Google Analytics logs cookies to identify which pages are being used. This helps me analyze data about web page traffic and improve my website in order to tailor it to customer needs. I only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help me provide you with a better website, by enabling me to monitor which pages you find useful and which you do not. A cookie in no way gives me access to your computer or any information about you, other than the data you choose to share with me.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Some of my business partners may use cookies on my site (for example, Google Analytics). However, I have no access to or control over these cookies.

Links to other websites

My website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave my site, you should note that I do not have any control over that other website. Therefore, I cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

I partner with another party to provide specific services such as email marketing, or giveaway promotions. When the user signs up for these services, I will share email contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Controlling your personal information

If I offer a newsletter, you may unsubscribe from the newsletter signup by clicking the unsubscribe information in the newsletter email or by emailing me using the contact page on this website or using the address arlene@arlenewilliamsbooks.com.

I will not sell, distribute or lease your personal information to third parties unless I have your permission or are required by law.

You may request details of personal information which I hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please contact me using the contact form on the website or emailing arlene@arlenewilliamsbooks.com.

If you believe that any information I am holding on you is incorrect or incomplete, please email me as soon as possible, at the above address. I will promptly correct any information found to be incorrect.