

Privacy Policy

Defined Terms

This is a legal document and you should read it carefully.

When the first letter of a word is capitalized in this document, it has a special and specific meaning. We call those words "Defined Terms," because we're going to give you a definition of what each term means as used in this document.

Company – Blue Wave Insight
Website – www.bluewaveinsight.com
Privacy Officer – Lisa Smith

When you see a plural or a plural possessive pronoun, such as "We" and "Our," that refers to the Company.

Collecting and Using Your Personal Information

Most actions you take on the Website will relay certain information about you to the Company.

Information Collection Categories

Contact Information

When you fill out our "Contact" form, or make a purchase with Us, we collect the information you provide so we can communicate with you and/or deliver you the digital products you purchase.

This might include your name, mailing address, phone number, and email address.

If you've given us your physical address, we sometimes send promotional gifts, like stickers.

If you use social media, and give us your social media information, we use that information to view your social media. Sharing your social media with us may tell us who you follow, who follows you, and your likes or interests. Your privacy settings for social media can be adjusted in the settings menu of your social media provider.

Financial Information

When you make a purchase on the Website, we collect information to collect your payment. we collect your billing address, and the bank or credit card information you provide.

Profile Information

When you fill out our contact form, or make a purchase, we create a profile for you so we can identify you. If you purchase a digital product, then we use your information to provide you with access to your purchase.

As you navigate the Website, your computer relays information to us that we use to optimize the Website, improve user experience, and make strategic business decisions about our products and services.

We use session analytics, which means that while you are on our Website we are using software to tell us what pages you click on, how long you stay there, and how you generally navigate the Website. This information tells us how we can improve user experience, how successful our advertisements have been, and how to make our content more accessible.

Analytics, including the session analytics we use, may collect information about your computer specifications, internet connection, and IP address. Your IP address is a unique identifier that tells other computers the path to take to communicate with your device. That kind of data can communicate private information about you. For example, connecting to the internet via a coffee shop's wifi tells the analytics tool that you are at the coffee shop at the time you access the Website. Smart devices like your smartphone can tell when another smart device is nearby. If a nearby device has given permission to advertisers to access its location, then those advertisers can deduce that you are also near that location. We don't collect your location information, but accessing our Website while near other devices might allow advertisers to deduce your location, and they could send you targeted ads. Also, your computer's specifications could communicate what kind of device you prefer to use, or what you prioritize in your devices.

How Long We Keep Your Information

We keep your Contact Information only as long as necessary for the purposes outlined in this Privacy Policy. We retain Contact Information as required by law, if applicable. We retain Contact Information necessary to enforce legal agreements and resolve disputes.

We do not keep your financial information. The financial information you provide is processed via Stripe. Stripe may retain your information for their company's purposes. Review their privacy policy for more information.

We keep your Profile Information as long as necessary for the purposes outlined in this Privacy Policy.

Aside from the Contact Information we keep for legal purposes, you can ask us to delete collected information. To do that, contact the Privacy Officer listed at the end of this Privacy Policy.

Cookies, Pixels, and Tracking Signals

Cookies are not just tasty treats. A cookie is also a piece of information recorded by your web browser. This allows your web browser to recognize places you have visited. For more on cookies, see this article from the Federal Trade Commission.

Our use of cookies assists you when you begin to type our Website. Your computer may autofill URLs based on its cookies memory. They can help remember and autofill things like user IDs and website preferences. You can instruct your browser to reject all cookies, but you may not be able to use some parts of our Website without them.

Pixels aren't just the tiny colorful squares on your device's screen. A pixel, also known as a beacon, or pixel tag, is a transparent image file that tells us something has been clicked on.

Cookies and pixels may communicate to us the web browser you use, whether you open an email we send, your advertising ID, and other technical information about your device.

We use these cookies and pixels to track your internet usage in order to implement advertising strategies, and to ensure our servers and systems are working properly.

You can instruct your browser to reject all cookies, pixels, and similar tracking technologies by instructing the browser to send a "Do Not Track" signal. Our Website may not function properly if your browser rejects cookies, pixels, or tracking technologies. There's not a uniform set of Do Not Track signals, so our Website may not be able to read or respond

correctly to ones sent by your browser. To learn more about our services without our Website, you'll need to email us or fill out our contact form.

Email Marketing

Email is the backbone of most online marketing in the twenty-first century. Your email is valuable to us, and your privacy is valuable to you. We take care to ensure that your email other data is used in a respectful manner, and we keep your email confidential. We do not sell or in any way share your email in exchange for remuneration. Occasionally, Company does partner with third parties to provide joint education, resources, products, or services. In these cases, your participation is deemed consent for us to share any information you provide to us to that third party.

Company's emails will comply with applicable laws including the CAN-SPAM act. Each email will clearly identify that it is from the Company along with a place for you to unsubscribe from our email list. Occasionally, the technological systems we rely on to remove you from our email list may fail to unsubscribe you. If you continue receiving unwanted emails, please reach out to the Privacy Officer.

Unsubscribing from Company's email list will remove you from our routine promotional emails and informational emails about podcasts, blog posts, and other resources we may have to share. However, you may still receive information about programs, services, or products you have bought from Company.

Information Disclosure

Company will disclose your personal information only when necessary to provide services, programs, or products to you, or when necessary to work with third parties like lawyers or collection agencies to enforce these terms or any other terms between you and Company. We may also disclose your information when we are otherwise legally required to do so.

Securing Your Information

We make best efforts to ensure the security of your information using industry standards and reasonable methods. We rely on reputable and reliable third-party vendors to collect basic information.

Who Exactly Sees Your Information?

Analytics

We use the following companies for analytics:

Thrivecart
Teachery
Stripe

Payment

When you make a purchase on the Website, your financial information is transmitted to a third party payment processor. The payment processor has their own privacy policy, which you should read before making payments.

We use reputable payment processors who adhere to the standards set by the Payment Card Industry Security Standards Council.

Our payment processors are:

Stripe

Your California Rights

The California Consumer Privacy Act (CCPA) is a law that protects consumers residing in California. The policy in this section applies only to California residents.

The CCPA gives you

- The right to know about the personal information a business collects about you and how it is used and shared;
- The right to delete personal information collected from you (with some exceptions);
- The right to opt-out of the sale or sharing of you personal information; and
- The right to non-discrimination for exercising your CCPA rights.
- The right to correct inaccurate personal information that a business has about You; and
- The right to limit the use and disclosure of sensitive personal information collected about you

To exercise your CCPA rights, contact the Privacy Officer. Your identity will need to be verified before we release, alter, or delete your personal information. Since anonymized data about you can't be identified, we won't be able to delete that information.

If you think we have inaccurate or incomplete information about who you are, please contact the Privacy Officer.

You can learn more about your privacy rights as a California resident by visiting https://cppa.ca.gov/

Your European Union Rights

The General Data Protection Regulation (GDPR) is a law that governs information and privacy rights for people within the European Union. The policy in this section only applies to European Union residents.

We will retain any information you choose to provide to us until the earlier of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) the Company decides that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to request access to your data that the Company stores and the rights to either rectify or erase your personal data. You have the right to seek restrictions on the processing of your data. You have the right to object to the processing of your data and the right to the portability of your data. To the extent that you provided consent to the Company's processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent. You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.

We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

Children's Protection

Company does not knowingly collect, either online or offline, personal information from persons under the age of sixteen.

If you are under 18, you may only use the Website with permission of a parent or guardian. Your parent or guardian must read this privacy policy. If you, your parent or guardian, believe you have conveyed information to the Website, contact the Privacy Officer to make sure it is deleted. In some circumstances, the law may not require or permit us to delete the information. We will make every effort to delete any information you have provided, however, we cannot guarantee comprehensive removal.

Links to Other Sites

Our Website may contain links to other websites that we don't control. Visiting those sites subjects you to their privacy policies. We are not responsible for how those websites handle your information. You assume full responsibility for the consequences of clicking on the links or visiting the websites.

Contact Us

We have a designated Privacy Officer. If you need to request copies of your personal information, or have questions about this policy and our privacy practices, contact:

Privacy Officer: Lisa Smith, info@bluewaveinsight.com