

## **Privacy Policy**

*Last Updated: November 23, 2016*

The following privacy policy (the “Privacy Policy”) governs the online information collection practices of GuardianBridge LLC (“we” or “us”) for the [www.guardianbridge.com](http://www.guardianbridge.com) website (the “Site”). Specifically, it outlines the types of information that we gather about you while you are using the Site, and the ways in which we use this information. This Privacy Policy does not apply to any information you may provide to us or that we may collect offline and/or through other means (for example, at a live event, via telephone, via email unrelated to the Site, or through the mail).

Please read this Privacy Policy carefully. By visiting and using the Site, you agree that your use of our Site, and any dispute over privacy, is governed by this Privacy Policy. Because the Web is an evolving medium, we may need to change our Privacy Policy at some point in the future, in which case we’ll post the changes to this Privacy Policy on this Site and update the Effective Date of the policy to reflect the date of the changes. By continuing to use the Site after we post any such changes, you accept the Privacy Policy as modified.

This Site strives to offer its visitors the many advantages of Internet technology and to provide an interactive and personalized experience. We may use Personally Identifiable Information (your name, e-mail address, street address, telephone number) subject to the terms of this Privacy Policy. We will never sell, barter, or rent your email address to any unauthorized third party.

### **How We Collect and Use Information**

We may collect and store personal or other information that you voluntarily supply to us online while using the Site (e.g., while on the Site or in responding via email to a feature provided on the Site). This Site only contacts individuals who specifically request that we do so or in the event that they have signed up to receive free materials from us or have purchased one of our products. This Site collects personally identifying information from our users during online registration and online purchasing. Generally, this information includes name and e-mail address for registration to receive our free materials and name, postal address, and credit card information when purchasing our products. All of this information is provided to us by you.

We also collect and store information that is generated automatically as you navigate online through the Site. For example, we may collect information about your computer’s connection to the Internet, which allows us, among other things, to improve the delivery of our web pages to you and to measure traffic on the Site. We also may use a standard feature found in browser software called a “cookie” to enhance your experience with the Site. Cookies are small files that your web browser places on your hard drive for record-keeping purposes. By showing how and when visitors use the Site, cookies help us deliver advertisements, identify how many unique users visit us, and track user trends and patterns. They also prevent you from having to re-enter your preferences on certain areas of the Site where you may have entered preference information before. The Site also may use web beacons (single-pixel graphic files also known as “transparent GIFs”) to access cookies and to count users who visit the Site or open HTML-formatted email messages.

We use the information we collect from you while you are using the Site in a variety of ways, including using the information to customize features. We also may provide your information to third parties, such as service providers and contractors, for a variety of purposes. Unless you inform us in accordance with the process described below, we reserve the right to use, and to disclose to third parties, all of the information collected from and about you while you are using the Site in any way and for any purpose, such as to enable us or a third party to provide you with information about products and services. If you do not wish your information to be used for these purposes, you must send a letter to the Online Privacy Coordinator whose address is listed at the end of this Privacy Policy requesting to be taken off any lists of information that may be used for these purposes or that may be given or sold to third-parties.

Please keep in mind that whenever you voluntarily make your personal information available for viewing by third parties online — for example on message boards, web logs, through email, or in chat areas — that information can be seen, collected and used by others besides us. We cannot be responsible for any unauthorized third-party use of such information.

The Site may also include links to websites we endorse or sponsor and provides access to products and services offered by third parties, whose privacy policies we do not control. Some of the links we provide are “affiliate links.” This means if you click on the link and purchase the item connected to that link, we will receive an affiliate commission. We are making this disclosure in accordance with the Federal Trade Commission’s 16 CFR, Part 255: “Guides Concerning the Use of Endorsements and Testimonials in Advertising.” When you access another website or purchase third-party products or services through the Site, use of any information you provide is governed by the Privacy Policy of the operator of the site you are visiting or the provider of such products or services.

We may also make some content, products and services available through our Site through cooperative relationships with third-party providers, where the brands of our provider partner appear on the Site in connection with such content, products and/or services. We may share with our provider partner any information you provide, or that is collected, in the course of visiting any pages that are made available in cooperation with our provider partner. In some cases, the provider partner may collect information from you directly, in which cases the Privacy Policy of our provider partner may apply to the provider partner’s use of your information. The Privacy Policy of our provider partners may differ from ours. If you have any questions regarding the Privacy Policy of one of our provider partners, you should contact the provider partner directly for more information.

Be aware that we may occasionally release information about our visitors when release is appropriate to comply with law or to protect the rights, property or safety of users of the Site or the public.

Please also note that as our business grows, we may buy or sell various assets. In the unlikely event that we sell some or all of our assets, or one or more of our websites, including this Site, is acquired by another company, information about our users may be among the transferred assets.

### **How Do We Store Your Information?**

Your information is stored at the list server that delivers this Site’s free materials and paid products. Your information can only be accessed by those who help manage those lists in order to deliver e-mail to those who would like to receive this Site’s free materials and paid products.

All of the free materials or emails that are sent to you by this Site include an unsubscribe link in them. You can remove yourself at any time from our free material subscription or mailing list by clicking on the unsubscribe link that can be found in every communication that we send you.

**Disclaimer**

Although it is highly unlikely, this policy may be changed at any time at our discretion. If we should update this Privacy Policy, we will post the updates to this page on our Site.

If you have any questions or concerns regarding our Privacy Policy, please direct them to Our Online Privacy Coordinator, via email, at [pesposito@guardianbridge.com](mailto:pesposito@guardianbridge.com).