

# Privacy Policy

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## **OUR PRIVACY COMMITMENT**

We care about your privacy and want you to know how we collect, use, and share your information and how you can exercise your privacy rights and preferences. Feel free to contact us if you have questions and we'll be happy to discuss. See the "How to Contact Us" section at the end of this document.

Taunton, Inc. and its subsidiaries and corporate affiliates (collectively, "Taunton", "we", or "us") developed this Privacy Policy to provide information about collection, use, and disclosure of users' personally identifiable information, which includes name, age, mailing and billing address, email address, IP addresses, credit card or banking information, device type, and/or other information that may identify, relate to, describe or reasonably be associated with or linked to you or your household (such as internet activity and commercial buying habits) ("Personal Information") on our websites, including, but not limited to, [finewoodworking.com](http://finewoodworking.com), [finehomebuilding.com](http://finehomebuilding.com), [finegardening.com](http://finegardening.com), [greenbuildingadvisor.com](http://greenbuildingadvisor.com), [threadsmagazine.com](http://threadsmagazine.com), [tauntonstore.com](http://tauntonstore.com), and any other Taunton owned websites (individually and collectively, the "Site(s)"), and on other interactive properties (such as our mobile applications). This Privacy Policy also applies to (1) Taunton applications (however accessed and/or used, whether via personal computers, mobile devices, or otherwise); (2) Taunton email and electronic newsletters; (3)

Taunton's offline collection of information (telephone and traditional mail), and (4) any other means or applications on which you connect with us or our products, programs, and services. The Sites and other Taunton interactive properties are collectively referred to herein as "Taunton Applications". This Privacy Policy is found at <http://www.taunton.com/privacy-policy> and is incorporated into and subject to Taunton's [Terms of Use](#).

**Use of Taunton Applications. Each time you access or use Taunton Applications you signify that you have read, understand, and agree to be bound by the [Terms of Use](#) and this Privacy Policy. If you do not agree to the [Terms of Use](#) and this Privacy Policy, you must discontinue using Taunton Applications.**

**TO CALIFORNIA RESIDENTS:** This Privacy Policy describes rights of California residents under the California Consumer Privacy Act ("CCPA") pertaining to our use of Personal Information and our procedures for you to exercise such rights. These are addressed below in the section titled, "[Notice of Privacy Rights of California Residents](#)".

**TO RESIDENTS OF THE EUROPEAN ECONOMIC AREA:** This Privacy Policy will govern the use of Personal Information of European Union data subjects when Taunton Applications are used by such consumers. These are addressed below in the section titled, "[Privacy Rights of Users in the European Economic Area \(EEA\)](#)".

## **I. HOW WE COLLECT PERSONAL INFORMATION AND WHY**

### **A. Information You Provide To Us Directly**

- 1. Contacting Us.** When you sign up for our products, programs, or services, or provide your information for a Taunton activity, these transactions create a business relationship with us whereby we collect, receive, and use such information for the business and commercial purposes designated herein and pursuant to this policy and our [Terms of Use](#). We may send you information about Taunton using the information you provide by telephone or e-mail. If you do not want us to communicate with you by any of these means, please click the "Unsubscribe" link in the emails or email us at [privacy@taunton.com](mailto:privacy@taunton.com).

- 2. Registration Information.** We collect your Personal Information when you create an account on a Taunton website, register on a Taunton membership site, register for Taunton programs, such as webinars and whitepapers, use Taunton Applications, update your profile, or interact with other users. We collect and store your information in order to process and service your account, provide content, and provide the best possible experience on Taunton Applications.
- 3. Billing Information.** We collect and store billing and credit card information which may be shared with third parties only for the purpose of completing a transaction, such as fulfilling orders and processing payments.
- 4. Surveys and Promotions.** We may request information from you through voluntary surveys, contests, or sweepstakes. The information requested typically includes your name, telephone number, email, and mailing address. For surveys, the information is collected and used to monitor or improve the use and satisfaction of Taunton Applications. For contests and sweepstakes, the information is collected and used to notify contest winners, award prizes, and report winners' information, as required by law.
- 5. User Generated Content.** Information you disclose while using public e-mail services, chat areas, messaging tools, or other interactive forums accessed through Taunton Applications which are designed to facilitate your communication with others or post content on the Sites ("Communication Services"), becomes public information, subject to redistribution. There is no expectation of privacy when participating on the Communication Services to protect the integrity of Taunton Applications and meet our obligations under applicable laws. If you post content, such as messages, photos, and videos, your Information contained in such content is accessible to registered users or visitors to that Taunton Application or Communication Service, and we have no control over how those users may use your

information. We have the right, but not the obligation, to monitor activity and content associated with the Communication Services. We reserve the right to take action in connection with content we deem inappropriate. Review our [Terms of Use](#) for more information regarding your use of these areas.

**6. Information You Provide About a Third Party.** If you communicate with someone else from a Taunton Application, such as send an invitation to a friend or give a gift, the information you provide about the other person (name, e-mail address, etc.) is used to facilitate the communication or gift and not for any marketing purpose, unless we obtain consent from that person, or we explicitly say otherwise. If that person becomes a subscriber to our publications, his/her information will be treated in the same manner as all other subscribers. When you use any send-to-a-friend functionality on Taunton Applications, your email address may be included in the communication sent to your friend.

**B. Information You Provide to Us Indirectly.** In addition to Personal Information or other information you submit to us directly, we and our third-party service providers may use technologies that automatically (or passively) collect information when you visit or interact with Taunton Applications or Taunton emails or electronic newsletters ("Usage Information"). This may include your browser, the URL that referred you to Taunton Applications, or Taunton email or electronic newsletters that you visit or interact with, and the time of day, among other information. We may use this Usage Information for a variety of purposes, including enhancing or improving Taunton Applications. We also collect your IP address or other unique identifier ("Device Identifier") of your computer or other device used to access Taunton Applications (any, a "Device"). A Device Identifier is a number that is automatically assigned to the device used to access Taunton Applications, and our computers identify your device by its Device Identifier. A few of the tracking technologies that may be used to collect Usage Information for business and commercial purposes include, without limitation, the following:

**C. Cookies.** A cookie is a data file placed on a Device when it is used to visit the Site. Cookies may be used to remember you and your preferences, to track your visits to our web pages, or to collect information for record keeping and make it easier to navigate the Site. Cookies are stored on users' hard drives. We use both "session ID cookies" and "persistent cookies." Session ID cookies are used to store information while a user is logged into the Site and they expire when the user closes his/her browser. Persistent cookies are used to make tasks like logging into the Site easier for returning users by remembering a user's login information. Persistent cookies stay on a user's hard drive from one session to the next. You can choose to have your computer warn you each time a persistent or session cookie is being sent, or you can choose to turn off such cookies through your browser settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies.

We use cookies to enable functions on our websites, personalize content and ads, improve our website functionalities, provide social media features, and analyze our website traffic. In so doing, we may share Usage Information with third-party social media, advertising, and analytics organizations that may combine it with other information that you've provided to them or that they've collected from your use of their services.

Cookies we use fall into the following categories:

- 1. Essential Cookies.** These cookies help make our websites usable by enabling basic functions like page navigation and access to secure areas of the websites. The websites cannot function properly without these cookies. We may use third-party service providers for essential cookies.
- 2. Advertising Cookies.** These allow us to know whether or not you've seen an advertisement or a type of advertisement, and how long it is since you've seen it. We also use cookies for the purposes of targeted advertising. We may use cookies set by a third party so we can more accurately target advertising to you. For example, we may show an advertisement about

woodworking tools if you have recently visited the tool section of our woodworking Site.

3. **Social Networking Cookies.** These are used to enable you to share pages and content that you find interesting on our websites through third-party social networking and other websites. These cookies may also be used for third-party advertising purposes.
4. **Third Party Analytics Cookies.** These cookies help us track site metrics and user behavior behind the scenes to improve and optimize our Sites. This data includes information about what pages were visited, what links were clicked, what terms were searched for, and they provide information on the success of our marketing campaigns. This data is used to help determine how our websites can be customized to provide a better user experience. These cookies are not intended to collect Personal Information, and the usage activity is meant to remain anonymous and is only used to improve how our websites work.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit: [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

- D. **Web Beacons.** Small graphic images or other web programming code called web

beacons (also known as “1×1 GIFs” or “clear GIFs”) may be included in our web pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count visitors to our Sites, monitor how users navigate the Sites, count how many e-mails that were sent were actually opened, or count how many particular articles or links were actually viewed.

- E. Embedded Script.** An embedded script is programming code that is designed to collect real-time information about your interactions with Taunton Applications, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third-party service provider, is active only while you are connected to the Sites, and is deactivated or deleted thereafter.
- F. Other Information We Collect From Third Parties.** We may acquire information from other trusted sources to update or supplement the information you provided or that we collected automatically, such as to validate or update your address or other demographic and lifestyle information. We use this additional information to help us maintain the accuracy of information we collect, to target our communications so that we can inform you of products, services, programs, and offers that may be of interest, and for internal business analysis or other business purposes.
- G. Third-Party Analytics Technologies.** As stated above, we use third-party analytics and other tools to better understand who is using Taunton Applications, how people are using Taunton Applications, how to improve the effectiveness of Taunton Applications, and to help us serve targeted content. Those third-party analytic companies may use cookies, pixel tags, or other technologies to collect and store anonymous information such as time of visit, pages visited, time spent on each page of the Taunton Applications, Device Identifiers, type of operating system and browser used, and other websites you may have visited.

## II. HOW WE USE AND DISCLOSE YOUR INFORMATION

- A. Use of Information by Us.** In addition to the purposes described above, we may use information we collect about you: (1) to inform you about services or to process transactions you agreed to or requested, for example, by sending you notices about your account or your subscriptions, which may include order confirmations, renewal notices, invoices, customer service notifications, or service-related announcements; (2) to inform you about our, or a third-party's, products, programs or services, including through direct mail offers; (3) to improve Taunton Applications or your use of these Applications and to customize your experience; (4) to contact you regarding your use of the Site and, in our discretion, changes to the Site's and/or the Sites' policies; (5) for internal business purposes; (6) for purposes disclosed at the time you provide your information (such as to communicate sweepstakes winners) or as otherwise set forth in this Privacy Policy; or (7) as otherwise required by law.

We may provide targeted promotional offers and product news on behalf of other companies based on the information you have provided to us.

If you do not want to receive promotional offers or communications from us, you may click the Unsubscribe link in the body of email, contact Customer Service at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. You may also write to us at the mailing address provided in the "How to Contact Us" section at the end of this document, or email us at [privacy@taunton.com](mailto:privacy@taunton.com). If you are a current subscriber, please remember to include your account number, mailing address, and phone number in your communication. Even if you opt-out of receiving our promotional communications, we may continue to send you necessary electronic service notifications related to your account(s) and other products and services you have requested, or in which you are currently enrolled. You may not opt-out of receiving transactional communications which are necessary to the operation of our services and are not promotional in nature.

We will only share or disclose your Personal Information to third parties when: (1) sharing is necessary for the performance of a contract or service to which you are a party, (2) we are required to do so by law, (3) sharing is required to protect your vital interests or those of another person, (4) sharing is to fulfill purposes disclosed at the time you provide your information, and with your permission or at your direction, such as for marketing or delivering desired content, (5) sharing is necessary for our legitimate commercial interests, unless those interests are overridden by your rights and preferences.

- B. Service Providers.** We may use third-party service providers to help us operate our business and Taunton Applications or to administer activities on our behalf. We may share your information with these third parties for those limited purposes and pursuant to contracts with such service providers.
  
- C. Third Party Electronic Promotional Offers.** With your permission or at your direction, or as a requirement to register for certain products or services, we may share your Personal Information or other information about you with third parties for them to provide you marketing offers through email.

If you later do not want us to share your Personal Information with other companies to receive their offers, you may email us at [privacy@taunton.com](mailto:privacy@taunton.com); or contact us at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. You may also write to us at the mailing address provided in the “How to Contact Us” section at the end of this document.

- D. Third-Party Advertisers.** We use third-party ad servers and ad networks to serve advertisements when you visit the Sites. These companies, and the advertisers themselves, may use information about your visits on our Sites and other websites in order to provide advertisements about goods and services of interest to you. While serving advertisements to our Sites, these third-party ad servers or ad networks use technology to send, directly to your Device, the advertisements and links that appear on the Sites. They automatically receive your Device Identifier when this happens. They may also use tracking technologies, such as cookies, to measure

the effectiveness of their advertisements and to personalize the advertising content.

Thus, some of the advertisements you see on our websites are provided by third party organizations. These organizations may use their cookies to anonymously target advertising to you on other websites, based on your visit to Taunton websites. Therefore, this Privacy Policy does not apply to, and we cannot control the activities of, such advertisers, ad servers, or ad networks after you leave our Sites. You should consult the respective privacy policies of any advertisers on our Sites to see your options for opting out of their use of such devices.

In addition, some ad servers and ad networks may be members of the Network Advertising Initiative, which offers a single location to opt-out of ad targeting from member companies. If you opt-out of receiving targeted ads from ad servers and ad networks on our Sites, you may continue to receive advertising and promotional messages after you opt-out, but it will not be customized or personalized to you based on your use of our Sites and/or third-party websites.

If you would like more information about advertisers' use of tracking technologies and your option not to accept these cookies, you can go to: <http://optout.networkadvertising.org/>. If you would like to learn more about how interest-based information is collected, whether the companies we use are part of an industry network regarding behavioral advertising, and to know your choices about not having information used in this manner, you can go to: <http://www.aboutads.info/consumers>.

- E. Co-Branded Areas.** Certain areas and content on our Sites may be provided to you by third parties such as sponsors or ad partners ("Co-Branded Areas") and may request that you disclose Personal Information to them to access the content or service. Such Co-Branded Areas will identify the third party. If you register for products or services at Co-Branded Areas, you are providing your information to both us and to the third party. Your Personal Information will be subject to this Privacy Policy as well as the privacy policy and practices of such third party. You

should consult the respective privacy policies of those third-party sponsors or advertisers to learn more about their privacy practices.

- F. Sweepstakes, Contests, and Promotions.** We may offer sweepstakes, contests, and other promotions (a "Promotion") through Taunton Applications that require registration and are governed by Official Rules. When you enter a Promotion, we may ask for Personal Information including your name, address, telephone number, and email address for administration of the Promotion and to notify winners. Such Personal Information may be disclosed to third parties for prize fulfillment and as required by law, (to post a winners' list or report winnings). If you win a Promotion, we may share with the sponsor of the Promotion your name, voice, and/or likeness, and we or the sponsor of the Promotion may use your name, voice, and/or likeness in advertising or marketing associated with the Promotion as described in the Promotion's Official Rules. In addition, we may share your name and email address with the sponsor of the Promotion for them to market their products to you. You may later opt-out of this data sharing by emailing us at [privacy@taunton.com](mailto:privacy@taunton.com).
- G. Legal Matters; Safety.** If required or permitted by law (including, but not limited to court order, subpoena, investigation of suspected fraud, illegal acts, violations of our Terms of Use, or activity that may expose us to legal liability), we may disclose your information, communications sent or received by you (including, without limitation, the contents of any chat, messaging, or communication posted in the Communication Services), and other information we have about you or your account. Additionally, we may disclose your information or communications: (1) in situations we believe to be emergencies involving potential threats to a person's physical safety or property (if we believe your information relates to that threat); or (2) when we believe the conduct of users on Taunton Applications or the Communication Services is inappropriate and inconsistent with generally accepted norms of behavior.
- H. Sale or Transfer of Business or Assets.** In the event that we, or any of our businesses are sold or disposed of as a going concern, whether by merger, sale of assets, or otherwise, or in the event of an insolvency, bankruptcy, or receivership,

Personal Information of our customers, visitors and users may be one of the assets sold or merged in connection with that transaction. Information about our customers, visitors and registered users may also need to be disclosed in connection with a commercial transaction where we or any one of our businesses are seeking financing, investment, support, or funding.

### **III. ACCOUNT DEACTIVATION; CHANGES OR DELETION OF YOUR PERSONAL INFORMATION**

If you want to change Personal Information you provided to us, or deactivate an account with us, please contact Customer Service at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time; or email us at [privacy@taunton.com](mailto:privacy@taunton.com). We will be happy to review, update, or remove information, as requested.

If you deactivate your account, you will not be able to sign in to Taunton Applications or access your Personal Information, but you can open a new, separate account at any time. If you deactivate your account, we may still retain information associated with your account for analytical purposes and record keeping, as well as to prevent fraud, resolve disputes, enforce our [Terms of Use](#) or other policies, or take actions we deem necessary due to technical and legal requirements and constraints related to security, integrity, and operation of our Taunton Applications. Please note that deactivating an account does not mean you are deleting your account or information.

If you want to delete your Personal Information collected through our Sites, please contact us at [privacy@taunton.com](mailto:privacy@taunton.com), or call us at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. You may also write to us at:

**The Taunton Press, Inc.**

c/o CDS

P.O. Box 37610

Boone, Iowa 50037-0610 USA

**Attention: Customer Service**

In addition, if certain information has already been provided to third parties as described in this Privacy Policy, we will take all reasonable steps to notify the third parties that you have requested to delete your data, but we cannot guarantee that all third parties will honor this request.

#### **IV. CHOICE AND OPT-OUT**

You may remove your information from our database to stop future marketing communications from us, close your account, or opt-out of our sharing information with third parties for marketing purposes by emailing us at [privacy@taunton.com](mailto:privacy@taunton.com) or sending postal mail (certified mail, return receipt requested is recommended) to the following address:

**The Taunton Press, Inc.**

c/o CDS

P.O. Box 37610

Boone, Iowa 50037-0610 USA

**Attention: Customer Service**

If you prefer not to receive electronic promotional communications, you can opt-out by following the Unsubscribe instructions included in each communication.

Please note that changes may not be effective immediately. In each event, you must clearly indicate the information that you wish to have changed, or clearly indicate that you want to have your Personal Information removed from our database, and we will try to comply with your request as soon as reasonably possible.

#### **V. NOTICE OF PRIVACY RIGHTS OF CALIFORNIA RESIDENTS**

The California Consumer Protection Act of 2018 ("CCPA") effective January 1, 2020, grants California consumers the following rights:

- A. The right to know about Personal Information we have collected, used, disclosed or sold in the last 12 months, including any specific personal information.**

This notice provides information about the general categories of personal information we have collected from California residents in the preceding 12 months, the purposes for which we use the information, the sources of the information, and the categories of third parties to whom we disclose the information for business purposes. More information is available above in the sections titled, "HOW WE COLLECT PERSONAL INFORMATION AND WHY" and "HOW WE USE AND DISCLOSE YOUR INFORMATION".

Categories	Description	Purpose(s)
Identifiers	A real name, alias, postal address, email address, unique personal identifier, online identifier, device identifier and Internet protocol address.	To fulfill or meet the reason you provided the information, such as responding to your inquiry, processing your transaction/order, and fulfilling your magazine order and/or subscription.
Categories listed in the California Customer Records statute	A name, address, and telephone number, age, gender, credit card number, debit card number, or any other financial information.	To maintain, customize, and secure your account, purchases, transactions, and payments.  To provide you with support, respond to your inquiries, and enter you into our offered sweepstakes and promotions.
Protected classification characteristics under California or federal law	Sex (including gender, gender identity, and gender expression).	To personalize and enhance your customer experience and to deliver content, product, and service offerings relevant to your interests (including targeted offers and ads through our website(s), third-party sites, and via email or mail).
Commercial information	Customer service audio service calls and e-mails, products or services purchased, obtained, or considered or other purchasing or consuming histories or tendencies.	To help maintain the safety, security, and integrity of our website(s), products and services, and properties.

Internet or similar network activity	Browsing history, search history, and information on a consumer's interaction with a website, application, or advertisement.	To fulfill our legal obligations, contractual obligations with other businesses and service providers, and to develop our website(s), products, and services.
Interest areas and demographics of consumer	Professional or employment related information, personal interests, lifestyle and hobbies, product and service preferences, information you provide when participating in a survey or company sponsored programs, such as webinars.	To evaluate or conduct any sale or transfer of some or all of our assets, in which personal information held by Taunton about users is among the assets transferred.  To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.  For internal business purposes.
Geolocation	County, State, Country, Street Address, City, Zip Code.	As otherwise described above.

In the preceding 12 months, Taunton has disclosed consumer personal information to service providers and other third parties for a business purpose. In particular, Taunton has disclosed the above categories of consumer personal information, which have been obtained directly or indirectly from you, to service providers such as email and cloud providers, merchant processors, freight and shipping companies, fulfillment houses, printers, affiliate marketers who market our products and services on our behalf, other third-party service providers, and advertisers.

If you would like to request disclosure of what Personal Information we collected, used, or disclosed within the 12 months prior to your request (a "Personal Information Request"), please contact us at [privacy@taunton.com](mailto:privacy@taunton.com), referencing your full name and account number, if applicable.

**Verified Personal Information Request.** Upon receiving your request, we may need to collect further information from you—such as your address and phone number—so that we can verify your identity and ensure that you are the one making the request. We are not obligated to act on your request until we verify your identity. Once you are verified, we will respond within 45 days of receiving your request. You have a right to make a verified Personal Information Request only twice in a 12-month period.

**B. The right to Opt-Out of the Sale of Personal Information**

**Taunton does not and will not “sell” Personal Information of California consumers, and does not have actual knowledge that it sells the personal information of consumers under the age of 16. We will disclose Personal Information such as your name, address, and email with third parties only at your direction.**

**C. The right to have your Personal Information deleted** (with exceptions).

If you would like to have your Personal Information deleted, please contact us at [privacy@taunton.com](mailto:privacy@taunton.com) or call us at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. In some instances, your Personal Information may not be deleted if it is required to be maintained to complete a transaction which you requested, for legal compliance, or to investigate security incidents.

**Verified Personal Information Request.** Upon receiving your request, we may need to collect further information from you—such as your address and phone number—so that we can verify your identity and ensure that you are the one making the request. We are not obligated to act on your request until we verify your identity. Once you are verified, we will ask you to separately confirm your request for deletion and respond within 45 days of receiving your request.

**D. The right not to be discriminated against because you exercised any of these new rights.**

With limited statutorily recognized exceptions, you will not be disadvantaged in your ability to enjoy any of our products or services by exercising your rights under the CCPA.

- E. Authorized Agents.** An authorized agent may make a request under the CCPA on your behalf. In order for an authorized agent to make a valid request, you must provide the agent signed permission to do so, verify your own identity with us, and confirm that you have provided the authorized agent permission to submit a request.

## **VI. California’s “Shine the Light” law, Civil Code section 1798.83**

Taunton maintains a policy not to disclose Personal Information of customers to third parties for the third parties’ direct marketing purposes if a customer has exercised an option to opt-out of such information-sharing. If you are a resident of California and do not want us to share your Personal Information with other companies to receive their promotional emails or mailings, follow the Unsubscribe instructions that are located at the bottom of those emails, or you may email us at [privacy@taunton.com](mailto:privacy@taunton.com) or call us at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. California customers may request further information about our approach to this law also by writing to us at the mailing address provided in the “How to Contact Us” section at the end of this document.

In addition, if certain information has already been provided to third parties as described in this Privacy Policy, we will take all reasonable steps to notify the third parties that you have requested to delete your data, but we cannot guarantee that all third parties will honor this request.

**A Note to Users Who Are EU Data Subjects:** Notwithstanding the previous paragraph, your rights related to your Personal Information processed by us, and our use and retention of your Personal Information, are subject to your EU Data Rights as described in this Privacy Policy.

## VII. Privacy Rights of Users in the European Economic Area (EEA)

- A. GDPR.** Under the EU General Data Protection Regulation 2016/679 ("GDPR"), effective May 25, 2018, European Union data subjects are entitled to certain specific rights with respect to processing of their personal data.

Under the GDPR, in certain circumstances, you have the right to:

1. Request access to your Personal Information;
2. Request the correction of inaccurate or incomplete Personal Information;
3. Request that your Personal Information be erased;
4. Object to the processing of your Personal Information, including processing for direct marketing purposes;
5. Request that the processing of your Personal Information be restricted;
6. Request that you receive your Personal Information in order to transfer it to another data controller;
7. Withdraw at any time your consent to the use of your Personal Information; and
8. Make a complaint to an EU Data Protection Authority where you believe that we have not complied with our obligations under this Privacy Policy or applicable European data protection law (including the GDPR).

We will not transfer your Personal Information to third parties located outside of the EEA without taking steps to ensure adequate protection under the GDPR. If a third party is located in a country not recognized by the EU Commission as providing an adequate level of protection, we will use appropriate measures, such as entering into standard contractual clauses, approved by the EU Commission, to protect your Personal Information. You may exercise any of the above rights by sending us an email at [privacy@taunton.com](mailto:privacy@taunton.com) or writing to us at the mailing address in the "How to Contact Us" section at the end of this document.

- B. A Note to Non-EU International Users.** The Taunton Applications are operated in the United States and are intended for users located in the United States. However, we have developed policies and implemented practices to comply with regulations in the European Union and in Canada. If you are located anywhere else outside of the United States, please be aware that information we collect will be transferred to, processed, and stored in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your Personal Information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States.
- C. Your Consent to Transfer Your Personal Information to Our Website.** If you are visiting one of our Sites from outside the United States, your information will be transferred to, processed, and stored in the United States where our servers and central databases are located.

**By your agreement to use the Taunton Applications and Communication Services, and your acceptance of this Privacy Policy, you consent to such transfer of your Personal Information for use in accordance with this Privacy Policy.**

- D. How Long We Store Your Information.** We will retain your information unless we have deleted your information in accordance with your request pursuant to this Privacy Policy. If you want to request that we no longer use your information, please email us at [privacy@taunton.com](mailto:privacy@taunton.com) or call us at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. However, we will retain and use your information to the extent necessary to comply with applicable laws, resolve disputes, or enforce our contractual rights.

## **VIII. ADDITIONAL IMPORTANT DISCLOSURES AND PRACTICES**

- A. Nevada Residents.** Nevada's privacy law defines personally identifiable information ("PII") as a natural person's first name or first initial and last name in combination with one or more of the following data elements, when the name and data

elements are not encrypted: (1) Social Security Number; (2) Driver's license number or identification card number; or (3) Account number, credit card number, debit card number, in combination with any required security code, access code, or password that would permit access to that person's financial account. We do not collect or share such PII information of Nevada residents.

- B. Children's Privacy.** The Taunton Applications are for a general-purpose audience and are not directed or intended for children under 16 years of age. We do not knowingly collect Personal Information from individuals under 16 years of age. If you are under 16 years of age, you should not register or provide Personal Information on Taunton Applications. If we later obtain actual knowledge that a user is under 16 years of age, we will take steps to remove that user's Personal Information from our systems.
  
- C. Changes to the Privacy Policy.** We may change this Privacy Policy from time to time. The most recent version of the Privacy Policy will always be posted on our Sites, with the "Effective Date" posted at the top of the Policy. We may revise and update this Privacy Policy if our practices change, as technology changes, or as we add new Taunton Applications or Communication Services, or change existing ones. If we make any material changes to our Privacy Policy or how we handle your Personal Information, we will notify you by email and on our sites. In addition, you will know because the Effective Date of the Privacy Policy will change.

## **IX. DISPUTES**

- A. Arbitration.** Any dispute, controversy, or claim between us arising out of or relating in any way to any of Taunton's offerings, products, services, websites, or software will be resolved by binding arbitration, rather than in court, except that you may assert claims in small claims court if your claims qualify. The Federal Arbitration Act and federal arbitration law shall apply to this agreement.

There is no judge or jury in arbitration, and court review of an arbitration award is limited. However, an arbitrator can award on an individual basis the same

damages and relief as a court (including injunctive and declaratory relief or statutory damages) and must follow the terms of our Terms of Use as a court would.

To begin an arbitration proceeding, you must send a letter requesting arbitration and describing your claim to Legal Department, The Taunton Press, Inc., 63 South Main Street, Newtown, CT 06470. The arbitration will be conducted by the American Arbitration Association (AAA) under its rules, including the AAA's Supplementary Procedures for Consumer-Related Disputes. You also agree to delegate the issue of arbitrability to an arbitrator. The AAA's rules are available at [www.adr.org](http://www.adr.org) or by calling 1-800-778-7879. Payment of all filing, administration, and arbitrator fees will be governed by the AAA's rules. We will reimburse those fees up to \$10,000 unless the arbitrator determines the claims are frivolous. Likewise, Taunton will not seek attorneys' fees and costs in arbitration unless the arbitrator determines the claims are frivolous. There will be only one arbitrator, not a panel. You may choose to have the arbitration conducted by telephone, based on written submissions, or in person in the county where you live or at another mutually agreed location.

- B. Class Action Waiver.** We each agree that any dispute resolution proceedings or lawsuits will be conducted only on an individual basis and not in a class, consolidated, or representative action. Therefore, you waive all rights to bring claims on behalf of a class of persons; however, you may still bring an individual claim for public injunctive relief including in small claims court. If for any reason a claim proceeds in court rather than in arbitration, we each waive any right to a jury trial. We also both agree that you or we may bring suit in any court of competent jurisdiction to enjoin infringement or other misuse of intellectual property rights, including with respect to temporary restraining orders.

If either party files a court proceeding in violation of this provision, he/she/it agrees to be responsible to pay any costs and expenses, including reasonable attorney's fees, that are incurred by the other party in enforcing these dispute resolution provisions.

- C. No Rights of Third Parties.** This Privacy Policy does not create rights enforceable by third parties or require disclosure of any Personal Information relating to users of the website.
- D. Links to Other Sites and Communities.** To the extent hyperlinks may be used to access external or third-party sites and communities, please note that these external or third-party sites and communities are not controlled by us and, therefore, are not subject to this Privacy Policy. We recommend that you check the privacy policies of each such site and community to determine how your Personal Information will be utilized by their proprietors.
- E. Security.** We implement safeguards to help protect against loss, misuse, and alteration of information under our control. However, despite our efforts, no data transmission over the Internet, wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot guarantee the security of any information you transmit to us.

## **X. HOW TO CONTACT US**

If you have any questions about this Privacy Policy or the privacy practices of Taunton, Inc. or any of its corporate affiliates, please send your email queries to [privacy@taunton.com](mailto:privacy@taunton.com); or call us at (866) 242-4199 for the USA and Canada or +1 (515) 247-2990 for all other international calls; Monday – Friday 9:00 AM to 9:00 PM Eastern Standard Time. You may also write to us at:

**The Taunton Press, Inc.**  
**c/o CDS**  
**P.O. Box 37610**  
**Boone, Iowa 50037-0610 USA**  
**Attention: Customer Service**

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