



Privacy Policy for West Blue Public Websites

PRIVACY POLICY

This site is owned and operated by West Blue Consulting (WBC). Your privacy on the Internet is of the utmost importance to us. At WBC, we want to make your experience online satisfying and safe. Because we sometimes gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

INFORMATION WBC GATHERS AND TRACKS

WBC gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, deals, or to contact us.
- Information gathered through aggregated tracking information derived mainly by analytics tags throughout our sites. This information allows us to better tailor our site to your needs and to help us understand the demographics of our audience.

WBC Gathers User Information in the following processes:

Optional Voluntary Information

You, as our website user, have the option to submit your contact details in order for us to contact you about our products and services. By submitting your information, you agree to, from time to time, receive email newsletters as well as phone calls from us.

Children

We will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

Usage tracking

WBC tracks user traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual users.

Cookies and tags

We may place a text file called a “cookie” in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie cannot read data off your hard disk or read cookie files created by other sites. WBC may use cookies to track user traffic patterns (as described above). Our advertising system may deliver a cookie to better track ad impressions and click rates as well as to show you ads on third party sites (remarketing). You can refuse cookies by turning them off in your browser. If you have set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site.

USE OF INFORMATION

As stated above, we use information that users voluntarily provide in order to contact users, send out electronic newsletters and to enable users to participate in polls, surveys, message boards, and forums.

When we use tracking information to determine which areas of our site’s users like and do not like based on traffic to those areas. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. But we do not track which terms a particular user enters.

SECURITY

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

YOUR CONSENT

By using this site, you consent to the collection and use of this information by WBC. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.