

# Privacy

We at ClearWater Michigan value and are committed to protecting your privacy. With a view to transparency, this privacy policy describes the type of information we obtain about you when you visit our website (ClearWaterMichigan.com) and how we may collect, use, protect and share that information.

## 1. Scope of this Privacy Policy

This privacy policy is intended for users in the United States. Non-U.S. users may be governed by privacy policies applicable to the countries in which they reside. By providing us with information identified in this privacy policy, non U.S. users acknowledge and explicitly consent to (1) the transfer of information to servers located in the United States, and (2) our use and disclosure by us or our affiliated companies of your information consistent with this privacy policy.

Our website is not intended for use by children under the age of 18. We do not knowingly solicit or collect personal information from children under 18. In the event we learn that we have collected personal information from a child under 18 years old without verification of parental consent, we will delete that information as quickly as possible. If you believe we might have information from or about a child under 18, please contact the contact person identified below.

## 2 . Personal and Non-Personal Information

Personal information that ClearWater Michigan may collect is information that, on its own or in combination with other information, can identify you, such as your name, address, phone number, email address, credit card number, and billing information. Non-personal information does not identify you but can include information about your Internet connection, the computer you use to access our website, and usage details.

## 3. Information That You Provide Us Directly

The information we collect from you on our website may include:

- information that you provide to subscribe to the ClearWater Michigan newsletter or to enter into a contest or promotion;
- copies of your correspondence (including email addresses) if you communicate with us electronically;
- your responses to rating, satisfaction, or other surveys or requests for optional demographic-type information;
- details regarding payments you make online, including financial information (such as your credit card number) and details related to fulfilling your orders (such as your delivery address);
- your search queries on our website and
- information that you provide when you apply for a job.

#### **4. Other Ways We Collect Information From You**

We collect certain information through automatic data collection technologies, including as following:

- Cookies are small text files that our computer servers may automatically send to your computer and uniquely identify your browser, help you log in faster, and enhance your website navigation. A cookie may also convey information about how you use our website, the pages you visit, the links you click, how much time you spend on our site, and other viewing habits and information. We may use cookies to target certain advertisements to be sent or directed to you based on the pages/topics/links you have shown an interest in. If you click on an ad, you will be taken to another website that ClearWater Michigan and/or ClearWaterMichigan.com does not control. You may opt out of interest-based advertising by emailing [controller.clearwatermichigan.com](mailto:controller.clearwatermichigan.com). If you wish to disable cookies on your computer, please refer to the instructions on your Internet browser.
- Web beacons/clear gifs are small electronic files that allow us to anonymously track our users' online usage patterns and to track when and which emails we send are opened.
- Analytics tools collect information sent by your browser. Let us know which pages you visit on our website. You may opt out of this tracking here: <http://tools.google.com/dlpage/gaoptout/>. We do not link non-personal information with personal information. We use this non-personal information in an aggregate way to monitor usage and improve our website. These tools do not contain any personally identifiable information, such as your name or email address.

#### **5. How We Use Your Information**

When you give or make available information to us, we use it in the ways you have permitted us, such as to subscribe to our newsletter or purchase our products. We use the statistical data we collect to customize content for you, improve our website, and enhance our products and services.

We do not sell or share personal information to third parties except to help us deliver the products or services you have requested, and those third parties must agree not to disclose your information to others or use it for any unrelated purpose. Despite our privacy policy, we must also comply with applicable laws and may be compelled to disclose your information to the extent we are legally required to do so. We may also disclose your personal information in case of a transfer of ownership, assets, or bankruptcy of ClearWater Michigan.

#### **6. How We Protect Your Information**

We take precautions to protect your personal information once we have it. We have measures designed to secure your personal information from accidental loss and unauthorized access, use, alteration, and disclosure. All personal information you provide us is stored on secure servers behind firewalls. All payment transactions are encrypted using SSL technology.

#### **7. California Do Not Track Notice**

Some browsers offer a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. We do not respond to these “Do Not Track” signals. We do not track your personal information about your online activities over time and across third-party websites. We also do not authorize third parties to collect personal information from you on the websites for these purposes. (Please refer to “Analytics tools” under Section 4. for certain opt-out information from a significant data analytics provider.)

## **8. Links to Other Websites**

Our website(s) may contain links to other websites not owned or controlled by us. Please be aware that we are not responsible for these unaffiliated websites' privacy practices or policies. We encourage you to review the privacy policies of each such other website that collects personal information from you.

Our website(s) may also have “plugins” (such as the Facebook “Like” button) to third-party sites or offer login features (such as logging in with Facebook) through a third-party account. Third-party plugins and login features, including their loading, operation, and use, are governed by the third parties' privacy policies and terms.

## **9. Changes to this Privacy policy**

We may need to change this privacy policy from time to time. When we do, we will post a notice on our webpage. Your continued use of this website after the effective date of the change notice will mean you accept any such changes.

### **Contact Us:**

If you have any questions or suggestions regarding this Policy, please contact:

**ClearWater Michigan**  
info@clearwatermichigan.com