

## PRIVACY POLICY

Privacy Policy This Privacy Policy governs the manner in which Books for reading Online collects, uses, maintains and discloses information collected from users (each, a "User") of the <https://www.booksforreadingonline.com/> website ("Site").

This privacy policy applies to the Site and all products and services offered by How 2 Books and Full Potential Training. Personal identification information When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, chat or other details to help you with your experience. As of May 2020, we collect the following information from all visitors who visit our site: • your first and last name,

- your email address,
  - the name of your organization,
  - a password for your account, and
  - your IP address. • Billing information such as the Biller's contact name and email, physical address
- When do we collect information? We collect information from you when you register on our site, place an order, subscribe to a newsletter or enter information on our site.

How do we use your information? We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
  - To improve our website in order to better serve you.
  - To allow us to better service you in responding to your customer service requests.
  - To administer a contest, promotion, survey or other site feature.
  - To quickly process your transactions.
  - To send periodic emails regarding your order or other products and services.
- This is how we use the information you provide us above: • We use your email address to update our CRM database and to send notification emails including announcements about new product features.
- We use your organization name to update our CRM and communicate with you with targeted messages.
  - We use your password solely to verify access to your account. We do not store your actual password, just an undecipherable representation (encrypted hash).
  - We use your IP address for personalisation based on where you are located and to help prevent fraud or abuse of our service.
- How do we protect visitor information? Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.
- We use regular Malware Scanning.

- We use SSL certificate because we want to secure our website from potential hackers
- Do we use 'cookies'? Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize

your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We use cookies to:

- We use cookies and similar tracking technologies to track the activity on our Site and hold certain information.
- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.

• Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies. If you disable cookies off, some features will be disabled. It won't affect the user's experience that make your site experience more efficient and some of our services will not function properly. Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Site.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes. Financial Data Financial information, such as data related to your payment method (e.g. valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the Site is stored by our third-party payment processors. Third-party disclosure We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety. We use cookies from platforms such as Google Analytics, Facebook, Active Campaign, Bit-ly for reporting purposes. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third party websites Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites

which have a link to our Site, is subject to that website's own terms and policies. California Online Privacy Protection Act CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. See more at: California Online Privacy Protection Act (CalOPPA) According to CalOPPA we agree to the following: Users can visit our site anonymously. Once this privacy policy is created, we will add a link to it on our home page or as a minimum on the first significant page after entering our website. Our Privacy Policy link includes the word 'Privacy' and can be easily be found on the page specified above. Users will be notified of any privacy policy changes:

- On our Privacy Policy Page Users are able to change their personal information:

- By emailing us

- By logging in to their account

How does our site handle do not track signals? We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place. Does our site allow third-party behavioral tracking? It's also important to note that we do not allow third-party behavioral tracking COPPA (Children Online Privacy Protection Act) When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online. We do not specifically market to children under 13. Fair Information Practices The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information. In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur: We will notify the users via email

- Within 7 business days We also agree to the Individual Redress Principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors. CAN SPAM Act The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations. We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions.

- Process orders and to send information and updates pertaining to orders.

- We may also send you additional information related to your product and/or service. • Market to our mailing list or continue to send emails to our clients

after the original transaction has occurred. To be in accordance with CANSPAM we agree to the following:

- NOT use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email. If at any time you would like to unsubscribe from receiving future emails, you can email us at

• Follow the instructions at the bottom of each email. and we will promptly remove you from ALL correspondence. Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR) If you are from the European Economic Area (EEA), Bumper Leads Pty Ltd legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it. Bumper Leads Pty Ltd may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights

• For payment processing purposes

• To comply with the law Retention of Data Books For reading Online will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. Books For reading Online will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Site, or we are legally obligated to retain this data for longer time periods. Disclosure Of Data Business Transaction If Books For reading Online is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy. Disclosure for Law Enforcement Under certain circumstances, Books For Reading Online may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency). Legal Requirements Books For Reading Online may disclose your Personal Data in the good faith belief that such action is necessary to:

• To comply with a legal obligation

• To protect and defend the rights or property of How 2 Books and Full Potential Training

• To prevent or investigate possible wrongdoing in connection with the Site

• To protect the personal safety of users of the Site or the public

• To protect against legal liability Security Of Data The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security. "Do Not Track" Signals We do not support Do

Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser. Your Data Protection Rights Under General Data Protection Regulation (GDPR) If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Books For Reading Online aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data. If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us at [sales@booksforreadingonline.com.au](mailto:sales@booksforreadingonline.com.au) In certain circumstances, you have the following data protection rights:

- The right to access, update or to delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.
  - The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.
  - The right to object. You have the right to object to our processing of your Personal Data.
  - The right of restriction. You have the right to request that we restrict the processing of your personal information.
  - The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- The right to withdraw consent. You also have the right to withdraw your consent at any time. Please note that we may ask you to verify your identity before responding to such requests. You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA). Changes To This Privacy Policy We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. Contacting Us If there are any questions regarding this privacy policy you may contact us using the information below. Books For reading Online [sales@booksforreadingonline.com.au](mailto:sales@booksforreadingonline.com.au) <https://www.how2books.com.au> and <https://fullpotentialtraining.com.au> or <https://fulpot.click.click>