

## **ARTpublika Magazine LLC Privacy Policy**

This privacy policy has been compiled to better serve those who are concerned with how their Personally Identifiable Information (also known as “PII”) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please carefully read the ARTpublika Magazine LLC Privacy Policy to get a clear understanding of how the company collects, uses, protects or otherwise handles your – the user’s, site visitor’s, customer’s, or prospective customer’s – PII in accordance with the ARTpublika Magazine LLC website.

### **What personal information does ARTpublika Magazine LLC collect from the people that visit its blog, website or app?**

When ordering or registering on the ARTpublika Magazine LLC website, as appropriate, users may be asked to enter their email address or other details to help them with their experience.

### **When does ARTpublika Magazine LLC collect information?**

ARTpublika Magazine LLC collects information from users when they place an order, subscribe to a newsletter, fill out a form, or enter information on the site.

### **How does ARTpublika Magazine LLC use the information?**

ARTpublika Magazine LLC may use the information it collects from users when they register, make a purchase, sign up for the ARTpublika Magazine LLC newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- a) to administer a contest, promotion, survey or other site feature;
- b) to quickly process transactions;
- c) to send periodic emails regarding a users order or other products and services.

### **How does ARTpublika Magazine protect user information?**

- a) ARTpublika Magazine LLC does not use vulnerability scanning and/or scanning to PCI standards.
- b) ARTpublika Magazine LLC only provides articles and information.
- c) ARTpublika Magazine LLC never ask for credit card numbers.
- d) ARTpublika Magazine LLC uses regular Malware Scanning.
- e) User PPI is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information users supply is encrypted via Secure Socket Layer (SSL) technology.

ARTpublika Magazine LLC implements a variety of security measures when users enter, submit, or access their information to maintain the safety of their PPI. All transactions are processed

through a gateway provider and are not stored or processed on the ARTpublika Magazine LLC servers.

### **Does ARTpublika Magazine LLC use cookies?**

Yes. Cookies are small files that a site or its service provider transfers to the user's computer hard drive through their Web browser (if they allow it) that enables the site's or service provider's systems to recognize the user's browser and capture and remember certain information. For instance, ARTpublika Magazine LLC uses cookies to remember and process the items in the user's shopping cart. They are also used to help ARTpublika Magazine LLC understand the users' preferences based on previous or current site activity, which enables ARTpublika Magazine LLC to provide users with improved services. ARTpublika Magazine also uses cookies to compile aggregate data about site traffic and site interaction so that it may offer better site experiences and tools in the future.

### **ARTpublika Magazine LLC uses cookies to:**

- a) Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. ARTpublika Magazine LLC may also use trusted third-party services that track this information on its behalf.
- b) Users can choose to have their computer warn them each time a cookie is being sent, or users can choose to turn off all cookies. This can be done through the browser settings on the user's computer.
- c) If users turn cookies off, some of the features that make the user site experience more efficient may not function properly.

### **THIRD-PARTY DISCLOSURE**

ARTpublika Magazine LLC does not sell, trade, or otherwise transfer user PII to outside parties unless advance notice is provided to the users. This does not include website hosting partners and other parties who assist ARTpublika Magazine LLC in operating its website, conducting its business, or serving its users, so long as those parties agree to keep this information confidential. ARTpublika Magazine LLC may also release information when its release is appropriate to comply with the law, enforce ARTpublika Magazine LLC site policies, or protect its users or others' rights, property or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **THIRD-PARTY LINKS**

Occasionally, at the sole discretion of ARTpublika Magazine LLC, the company may include or offer third-party products or services on its website. These third-party sites have separate and independent privacy policies. Therefore, ARTpublika Magazine LLC has no responsibility or liability for the content and activities of these linked sites. Nonetheless, ARTpublika Magazine LLC seeks to protect the integrity of its site.

## **GOOGLE**

Google, as a third-party vendor, uses cookies. ARTpublika Magazine LLC has implemented the following:

- a) Google Display Network Impression Reporting
- b) Demographics and Interests Reporting

ARTpublika Magazine LLC, along with third-party vendors such as Google, uses first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions as they relate to the ARTpublika Magazine LLC website.

## **OPTING OUT**

Users can set preferences for Google; users can opt out by using the Google Analytics Opt Out Browser add on.

## **CALIFORNIA ONLINE PRIVACY PROTECTION ACT**

California 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 any 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 or companies with whom it is being shared. – Please see more at:

<http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

### **According to CalOPPA, ARTpublika Magazine agrees to the following:**

- 1) Users can visit the site anonymously.
- 2) This privacy policy is linked to on the ARTpublika Magazine LLC home page, and includes the word “Privacy” so as to be easily be found.
- 3) Users will be notified of any Privacy Policy changes on the ARTpublika Magazine LLC Privacy Policy Page.
- 4) Users can change their personal information by contacting ARTpublika Magazine LLC by email.

### **How does ARTpublika Magazine LLC’s site handle Do Not Track signals?**

ARTpublika Magazine LLC honors 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 ARTpublika Magazine LLC allow third-party behavioral tracking?**

It's also important to note that ARTpublika Magazine LLC allows third-party behavioral tracking

### **COPPA (Children Online Privacy Protection Act)**

ARTpublika Magazine LLC does not specifically market to children under the age of 13 years old. When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' 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.

### **Does ARTpublika Magazine LLC let third-parties, including ad networks or plug-ins collect PII from 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, should a data breach occur, ARTpublika Magazine LLC will notify users via email within 7 business days.

ARTpublika Magazine also agrees to the Individual Redress Principle which requires that individuals have the right to legally pursue 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. ARTpublika Magazine LLC collects user emails in order to:

- a) send information, respond to inquiries, and/or other requests or questions;
- b) process orders and to send information and updates pertaining to orders;
- c) send users additional information related to their product and/or services;
- d) 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, ARTpublika Magazine LLC agrees to the following:

- a) Not use false or misleading subjects or email addresses.

- b) Identify the message as an advertisement in some reasonable way.
- c) Include the physical address of our business or site headquarters.
- d) Monitor third-party email marketing services for compliance, if one is used: honor opt-out/unsubscribe requests quickly and allow users to unsubscribe by using the link at the bottom of each email.

### **Contacting Us**

If there are any questions regarding this privacy policy, users may contact ARTpublika Magazine LLC using the information below.

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