

PRIVACY POLICY - COMMITMENT TO YOUR PRIVACY

This site is owned and operated by Peripatetic Conceptions. Your privacy on the Internet is of the utmost importance to us. At Peripatetic Conceptions, we want to make your experience online satisfying and safe.

Because we gather certain types of information about our clients, 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 PERIPATETIC CONCEPTIONS GATHERS AND TRACKS

Peripatetic Conceptions gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, to submit our contact form, and from purchasing web design services:
- Information Peripatetic Conceptions gathers through aggregated tracking information derived mainly by tallying page views throughout sites we have been contracted to maintain. This information allows us to better tailor our services to our client's needs and to help any advertisers or sponsors better understand the demographics of our audience. Because Peripatetic Conceptions derives a percentage of its revenue from sponsorships and advertising, providing such aggregated demographic data is essential to keeping our services priced competitively. Under no circumstances does Peripatetic Conceptions divulge any information about an individual user to a third party.

Peripatetic Conceptions Gathers User Information In The Following Processes:

Optional Voluntary Information

We offer the following free services, which require some type of voluntary submission of personal information by users:

1. Electronic Newsletters Policy (Dispatches)

We may offer a free electronic newsletter to users. Peripatetic Conceptions will gather the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points users to the subscription management page.

2. Online Contact Form Policy

Our site users can choose to electronically submit our online contact form. The user must provide their email address, as well as their name. This information is used only respond to the query of the individual who submits the form and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

3. Contract for Site Maintenance Policy

Peripatetic Conceptions may request specific information from clients in order to properly facilitate the maintenance of client owned websites. This information includes, but is not limited to: URLs used for domain/website management purposes, related user names and passwords for access to said domain/website management, and any specific information deemed necessary to successfully complete contracted domain/website maintenance. Peripatetic Conceptions will only

use this information for the contracted services specified by the client. We never share any of this information with any third party.

Children

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

Usage tracking

Peripatetic Conceptions tracks user traffic patterns throughout all sites managed by Peripatetic Conceptions. However, we do not correlate this information with data about individual users. Peripatetic Conceptions does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

Peripatetic Conceptions may track and catalog search terms that users enter in any Search function we may employ, but this tracking will never be associated with individual users. We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

Cookies

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 can't read data off your hard disk or read cookie files created by other sites. Peripatetic Conceptions may use cookies to track user traffic patterns (as described above).

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you may receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in message boards, forums, polling and surveys.

Privacy Policy Use

USE OF INFORMATION

Peripatetic Conceptions uses any information voluntarily given by our users to enhance their experience on our site, whether to provide interactive or personalized elements on the site or to better prepare future content based on the interests of our users.

As stated above, we may use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in contact forms, polls, surveys, message boards, and forums. We will send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. Peripatetic Conceptions never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. 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 don't track which terms a particular user enters.

Peripatetic Conceptions may create aggregate reports on user demographics and traffic patterns for advertisers, sponsors and partners. This allows our advertisers to advertise more effectively, and allows our users to receive advertisements that are pertinent to their needs. Because we don't track the usage patterns of individual users, an advertiser or sponsor will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SHARING OF THE INFORMATION

Peripatetic Conceptions uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. This is essential to keeping our service free. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

OPT-OUT POLICY

We give users options wherever necessary and practical. Such choices include:

- Opting not to register to receive our electronic newsletters.
- Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our users.

YOUR CONSENT

By submitting information or requesting web services via this site, you consent to the collection and use of this information by Peripatetic Conceptions. 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.

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