

## Privacy

**Please read this Policy carefully before using this Site.**

Welcome to [www.beckett-alexander.com](http://www.beckett-alexander.com) (hereinafter referred to as the “Site.”) Your use of the website(s) on which these terms reside (including, without limitation, versions of such websites optimized for mobile and the content and services at this Site are subject to these Terms and Conditions of Use (or hereinafter referred to as the “Terms” and/or the “Policies.”) which we may update from time to time.

In the course of serving you, we may obtain personal information about you. Obtaining this information is important to our ability to deliver the highest level of service to you and we also recognize that you expect us to treat any information appropriately by understanding that your Privacy is very important to you. Therefore, we are committed to respecting your privacy and protecting your personal data which includes information that is capable of identifying you as an individual. As used throughout this policy, the term “We, Our and/or Us” refers to Beckett Alexander & Associates, LLC., and/or its affiliates worldwide.

Your privacy is critically important to us. We have a few fundamental principles:

- We are thoughtful about the personal data we ask you to provide and the personal information that we collect about you through the operation of our services.
- We store personal information for no longer we really have a need to keep it or when it is required by law.
- We aim to make it as simple as possible for you to control what information on this website is shared publicly (or kept private), indexed by search engines, and permanently deleted.
- We aim for full transparency on how we gather, use, and share your personal information.

Our Privacy Policy, which incorporates and clarifies these principles. Such that; this Privacy Policy has been compiled to better serve those who are concerned with how their Personal Identifiable Information (PII) is being used online. The PII as described in US Privacy Law and Information Security, is information that be used on its own or with other information to identify, contact, locate an individual in context. Please read our Privacy Policy carefully to better understand how we collect, use, maintain, protect or otherwise handle your Personal Identifiable Information that you provide in accordance when you visit any of our family of websites and/or any other websites that are owned and operated by us and/or affiliated with us (collectively our “Websites”) and our practices for collecting, using, maintaining, protecting and disclosing your information.

This Policy also applies to information we collect:

- When you contact us by email, mail, telephone or other electronic means.
- Through our mobile applications (the “Application” or the “Apps”)
- Through our Social Media sites
- When you otherwise access our products, programs, services and/or communicate with us.

By accessing and/or using our Website, you agree to this Privacy Policy. If you don’t agree, your choice is to not use our Website.

This Privacy Policy addresses the following:

### **What information do we collect and how do we collect it?**

We collect information from you when you register on the site, fill a subscription form, consult expertise inquiry, enter a contest or sweepstakes, respond to a survey or communication such as email, or participate in another site feature.

When you interact with us, we may collect personal information regarding the situation. We may ask you for your name, e-mail address, mailing address, phone number, job title, contact information.

Information we collect helps us determine how best to provide useful information customers, thereby providing useful and valuable information to Customers, and also to learn aspects of our site, products and services appeal to them most.

Like numerous websites, we employ the use of "cookies" to enhance your experience and gather information about visitors and visits to our websites. Please refer to the "Do we use 'cookies'?" section below for information about cookies and how we use them.

### **How do we use your information?**

We may use the information we collect from you when you register, or call us, fill a subscription form, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To fulfil your request for information
- To improve personal content that you view or receive on the site

If you have opted-in to receive our e-mail newsletter, we may send you periodic e-mails. If you would no longer like to receive promotional e-mail from us, please refer to the "How can you optout, remove or modify information you have provided to us?" section below. If you have not optedin to receive e-mail newsletters, you will not receive these e-mails. Visitors who register or participate in other site features such as marketing programs and 'members-only' content will be given a choice whether they would like to be on our e-mail list and receive e-mail communications from us.

### **How do we protect customer information?**

We implement a variety of security measures to maintain the safety of your personal information. Your personal information is contained behind secured networks and is kept confidential. All sensitive/credit information you supply is encrypted and transmitted via Secure Socket Layer (SSL) technology.

**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. 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.

**Third party use of cookies and other tracking technologies**

We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

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 Netscape Navigator or Internet Explorer) settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you won't have access to many features that make your site experience more efficient and some of our services will not function properly.

**Data security**

We have implemented generally accepted standards of technology to prevent personal data from loss, misuse, alteration or destruction. Only authorized Beckett Alexander & Associates personnel and/or a third party service providers are provided access to personal data.

**Do we disclose the information we collect to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. It also does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing our customers.

We may release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety. Beckett Alexander & Associates requires all users to comply with the following legal requirement established for commercial email service providers:

- CAN SPAM Act of 2003
- Spam laws in force of the User's country of residence

Based on the Fair Information Practise (FIP,) we exercise a limit to the collection of data, and do not collect your personal data by any unlawful means. The data we collect are relevant to the purposes for which they are used, and the purpose for which data is collected is adequately specified.

How can you opt-out, remove or modify information you have provided to us?

To modify your e-mail subscriptions, please let us know by modifying your preferences in the "My Account" section.

You can also opt-out of all communications from Beckett Alexander & Associates by sending us an e-mail. To delete all of your online account information from our database, sign into the "My Account" section of our site and remove your shipping addresses, billing addresses & payment information.

### **Your rights about how we use or disclose your information**

Where it is granted by local law, you may have the right to request access to personal data that we have collected about you for the purposes of reviewing, modifying, or requesting deletion of data. In certain circumstances, you may also request that we cease processing your personal data.

You may also unsubscribe from the mailing lists. To do so, follow the instructions on the page of the site where you subscribed, or contact us at the address provided at the bottom of this page.

### **Children**

The Sites are not designed for or directed at children 18 years of age or younger, and Beckett Alexander & Associates does not intentionally collect or maintain personal data about anyone under this age.

### **Third party links**

In an attempt to provide you with increased value, we may include third party links on our site. These linked sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these linked sites (including if a specific link does not work.)

### **Changes to our policy**

We reserve the right to change any of these terms at any time without notice to you. If we decide to change our privacy policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change.

### **Do not track**

Beckett Alexander & Associates, LLC. does not respond to Do Not Track signals.

### **Mobile users**

Our application obtains the information you provide when you download and register the application. Registration is optional. However, please note that you may not be able to use some of the features offered by the application unless you register.

Every other part of this policy applies to our mobile apps.

### **Your consent**

By using our site, you consent to our processing of your information according to this privacy policy. Processing here includes using cookies on a computer or hand held device, including but not limited to, collecting, storing, deleting, using, combining and disclosing information.

If you reside outside the United States, your information will be transferred, processed and stored there under United States privacy standards.

**Enquiries and Complaints**

Any notice of a legal nature should be sent to Beckett Alexander & Associates, LLC. and/or its affiliates worldwide or if you require further information with respect to our Notices and Policies should be sent by hand or reputable express delivery service such as FedEx, UPS and/or Certified USPS to:

Beckett Alexander & Associates, LLC.  
1801 NE 123<sup>rd</sup> Street Suite 314  
North Miami, FL 33181