



## Privacy Policy

**General.** Your privacy is of extreme importance to us. In order to better understand what kind of information we collect and the way we use such information, please read our privacy policy below.

**User Information.** Some information about you is being collected by us when you take the following actions among others: site registration, newsletter subscription, form and/or survey filling and/or by any other means that is in accordance with and subject to prevailing New York Law.

**Details and Information Collected.** Visiting the site can be anonymous. However, some actions, as previously mentioned, may require you to provide us with specific details such as: full name, phone number, mailing address, or e-mail address.

The information we gather enables us to personalize, improve and continue to operate the Services. In connection with certain aspects of the website we may request, collect and/or display some of your Information. We collect the following types of information from our users.

### *User Content:*

Some features of the website allow you to provide content to the website. All content submitted by you to the website may be retained by us indefinitely, even if and after your access to the website is terminated. We may continue to disclose such content to third parties in a manner that does not reveal personal information, as described in this Privacy Policy.

### *IP Address Information and Other Information Collected Automatically:*

- We automatically receive and record information from your web browser when you interact with the website, including your IP address and cookie information. This information is used for fighting spam/malware and also to facilitate collection of data concerning your interaction with the Services (e.g., what links you have clicked on).
- Generally, the website automatically collects usage information, such as the number and frequency of visitors to the website. We may use this data in aggregate form, that is, as a statistical measure, but not in a manner that would identify you personally. This type of aggregate data enables us and third parties authorized by us to figure out how often individuals use parts of the website so that we can analyze and improve them.

### *Information Collected Using Cookies:*

- Cookies are pieces of text that may be provided to your computer through your web browser when you access a website. Your browser stores cookies in a manner associated with each website you visit. We use cookies to enable our servers to recognize your web browser and tell us how and when you visit the website and otherwise use the website through the Internet.
- Our cookies do not, by themselves, contain personal information, and we do not combine the general information collected through cookies with other personal information to tell us who you are. As noted, however, we do use cookies to identify that your web browser has accessed aspects of the website.
- Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety

of ways. We strongly recommend that you leave cookies active, because they enable you to take advantage the most attractive features of the website.

- This Privacy Policy covers our use of cookies only and does not cover the use of cookies by third parties. We do not control when or how third parties place cookies on your computer. For example, third party websites to which a link points may set cookies on your computer.

*Aggregate Information:*

We collect statistical information about how users, collectively, use the website ("Aggregate Information"). Some of this information is derived from personal information. This statistical information is not personal information and cannot be tied back to you, or your web browser.

We are using Demographics and Interest Reports generated through Google Analytics. This information allows us to better understand who our users are and how we can better their experiences. We collect this data using Google advertising cookies. You can opt-out of your data being used by Google Analytics by downloading [this extension](#).

**Online Information Only.** This privacy policy applies solely to information collected through your online use of our web site.

**Use of the collected information.** The website is designed to help you share information with others. As a result, some of the information generated through the website is shared publicly or with third parties. Some of your activity on and through the website is public by default. This may include, but is not limited to, content you have posted publicly on the website or otherwise through.

Please also remember that if you choose to provide personal information using certain public features of the website, then that information is governed by the privacy settings of those particular features and may be publicly available. Individuals reading such information may use or disclose it to other individuals or entities without our control and without your knowledge, and search engines may index that information. We therefore urge you to think carefully about including any specific information you may deem private in content that you create or information that you submit through the website. The information mentioned above will be primarily used to:

1. Enable and Enhance your access to and use of the web site's services;
2. Personalize the web site and its services for you;
3. Improve the customer services;
4. Better administer this website;
5. Send you marketing communications, and periodic emails regarding the services and/or the products;
6. Publish information about you on the web site.

We may disclose your personal information to our agents or sub-contractors or any other third party for these purposes. However, the agent or sub-contractor in question will be obligated to use that information in accordance with the terms of this privacy policy and governing laws.

In addition, we may disclose personal information if and when we believe that such release is appropriate and/or needed to comply with the law, to abide by a court ruling and/or order, to protect our rights and other parties' rights, and/or property and in order to enforce our website's policies.

Email addresses provided by our web site users for logging on will be used for the sole purpose of sending users information and updates relevant to your use of the website.

If and when you would prefer to stop receiving marketing materials and/or future emails, please follow the unsubscribe instructions that are detailed at the bottom of each email we send you.

**Security.** We will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

User's personal information will never be shared outside our company without the user's consent, except under conditions mentioned above.

**Use of cookies.** A cookie, also known as a web cookie, browser cookie, and HTTP cookie, is a piece of text stored by a user's web browser.

Our company uses cookies to monitor and analyze data about website traffic, to remember and analyze items that are part of the user's browsing history and/or shopping cart and save the specific user preferences for future use of our website.

We may contact and enter into agreement with third party service providers to help us use our website's traffic more efficiently.

Those companies are unauthorized to make any use of the personal information collected by our company for other purposes except improving our business.

Cookies can be blocked through your browser settings. This option will cause some services the web site offers to malfunction. A user can still use some services on the website if cookies are blocked, however the services will not run in their optimal state.

**Advertisements.** Our website includes commercial content such as advertisements and marketing material that are posted on behalf of various service providers, advertisers or users, who seek to offer goods or services for sale.

We are not responsible for any of the said material, nor for any consequence of user reliance on such material.

We do not recommend and/or encourage you to purchase the goods or the services offered in such material. The responsibility for any of such material lies solely in the hands of the advertising entity.

For advertising, marketing and business development, our company may use any information that is not personally identifiable.

**Third party links or services.** Our site may offer and/or include services and/or products that are being supplied by third party companies and/or entities. These entities have their own privacy policies and terms of use.

Our company does not take any responsibility and/or liability regarding the activity and services of these third party companies. For more on how we work with third parties please refer to our Terms and Conditions page.

**Your Consent.** The use of this website is governed by its Terms and Conditions ("The Terms") which elaborate on the use, waivers, limitations of liability and disclaimers. IN USING THIS WEB SITE YOU ARE DEEMED TO HAVE READ AND AGREED TO THE TERMS.

You can find the Terms and Conditions of the use of our website.

**Updating this statement.** We may change and/or edit and/or update this privacy policy by posting a new version on this website.

You are encouraged to check this page occasionally to ensure you are familiar with any changes.

**Contact Us.** With any further questions and/or requests, regarding privacy issues and this privacy policy, please do not hesitate to contact us using the information below.

[hello@kwoq.com](mailto:hello@kwoq.com)