

Privacy Policy

WCEPS.ORG

Last Updated: July 18, 2017

About This Policy

Wisconsin Center for Education Products and Services, Inc. ("WCEPS") wants to make sure you understand how we collect and use your personal information when you provide it to us through our web site: www.wceps.org and/or our mobile applications (the "Site"). If there's anything about this Privacy Policy you don't understand, please contact us: store@wceps.org This Privacy Policy applies to the information we collect. It describes how we collect and use personal data.

This Policy is intended to be read with, and not to limit, other terms of use agreements, policies or procedures that may appear on the Site. For example, goods and services offered through the Site are in many cases organized into partner-specific "Stores." Many Stores have individual privacy policies and terms of use agreements ("Store Agreements"). In the event of conflict between a Store Agreement and this Privacy Policy, the provisions of the Store Agreement shall control.

This Policy does not apply to any information you may provide to us through other means; for example, at a live event, via mail, or via telephone. Likewise, this Policy does not apply to information collected directly or indirectly by our third party service providers, such as credit card processors.

Does WCEPS Ever Make Changes To This Privacy Policy?

We may change this Privacy Policy from time to time. When this happens we will revise the "Last Updated" date on this page. We encourage you to review this page periodically for the latest information on our privacy practices. Your continued use of the Site following the posting of changes to this Policy will mean that you accept such changes.

What Type of Information Do We Collect?

We collect the information that you provide to us. You are not required to provide personally

identifiable information (PII) to visit the Site. PII, such as your name, organization, address, email, website, and phone number, is only collected when you choose to provide such information to WCEPS.

We may collect information about your system and devices and how you use the Site. We may use analytic and reporting technologies to record non-personal information such as Internet domain and host names, browser software, operating system types, page views, clickstream patterns, and the dates and times you access the Site. We may use a variety of methods for automatically collecting such “passive” information. We may contract with third party vendors to help manage, monitor and optimize the Site and to help us measure the effectiveness of our services. To do this, we may use log files, web beacons and cookies.

We are able to determine the Internet protocol (IP) address from which you access the Site. Essentially, your IP address is a numerical address that is used by computers connected to the Internet to identify your computer so that data (such as web pages you want to view) can be transmitted to you. Your IP address does not tell us who you are.

If you have the settings on your browser set accordingly, we will use cookies to track some of your information from your browser or mobile device. The use of cookies is a very common practice on the Internet. Cookies are small pieces of information that we will place on the hard drive of your computer or mobile device in order to store personal data to create a personalized experience for you. Our third party service providers may also assign their own cookies to your devices, a process we do not control. You have the option to set your web browser to reject cookies and if you do so some features of the Site will not work. You should check the documentation of your browser to learn how to disable cookies.

When Will You Disclose My Information To Third Parties?

Other than as described in this Privacy Policy or as set forth in an applicable Store Agreement, WCEPS will not share, rent or trade your personal information with third parties for promotional purposes. We may use your passive, non-personal information for purposes of online marketing.

We may sell information we collect on the Site in conjunction with the disposition of WCEPS’ assets in bankruptcy and/or through merger or acquisition. In the event WCEPS goes through a business transition, such as a merger or acquisition by or with another company, or sale of all or

a portion of our assets, your personal information will likely be among the assets transferred.

We reserve the right to disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) comply with the law or with legal process or government request served on us; (b) protect and defend our rights or property; or (c) act under exigent circumstances to protect the personal safety of a user of the Site, or the public.

As needed we may also disclose information we collect on the Site to third-party service providers we retain to provide goods and services to us, including but not limited to reports, analyses, technical support, hosting and maintenance, credit card processing, sending emails on our behalf, fraud screening and developing applications. We cannot guarantee that such third parties will not disclose your personal information.

Our credit card processing provider is Authorize.net. WCEPS makes no representations regarding Authorize.net's security policies or procedures. We encourage you to contact Authorize.net directly to obtain such information. Authorize.net's URL is: <http://www.authorize.net>.

Online Marketing

We use Google AdWords Remarketing. This service enables third-party vendors, including Google, to advertise the WCEPS across the Internet. AdWords remarketing will display relevant ads tailored to you based on which parts of the Site you have viewed, by placing a cookie on your computer. THIS COOKIE DOES NOT IDENTIFY YOU. The cookie is used to say, "This person visited this page, so show them ads relating to that page." Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only to display ads that are relevant to you.

If you do not wish to participate in our Google AdWords Remarketing, you can opt out by visiting Google's Ads Preferences Manager: <http://bit.ly/1IepD8i> You can opt out of interest-based advertising generally, by adjusting your cookie settings or by permanently using a browser plugin. You can also opt out of third-party vendors' use of cookies by visiting <http://www.networkadvertising.org/choices/>

Third Party Websites

Please remember that when you use a link to go from the Site to another website or app, this Privacy Policy is no longer in effect and WCEPS has no control over those websites or apps or their policies and practices. Any browsing and interaction on any other website is subject to the rules and policies of that website. We encourage you to read the rules and policies of the websites you visit to further understand their procedures for collecting, using, and disclosing personal information before providing that website with your personal information.

Important Note Regarding Children

We do not knowingly collect or solicit personal information from anyone under the age of 13. If you are under 13, please do not attempt to send any information about yourself to us. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us: store@wceps.org

Contact Us

If you have any questions about this Privacy Policy, our information handling practices, or any other aspects of your privacy and the security of your information, please contact us at:

Wisconsin Center for Education Products and Services, Inc.

510 Charmany Drive, Suite 269 Madison, WI 53719

Email: store@wceps.org