

## Privacy & Cookie Policy

Privacy & Cookie Policy Effective Date: March 1st, 2025

This Privacy and Cookie Policy ("Policy") describes how we collect, use, and share your information, the choices available to you regarding our use of your data, how we protect your information, and how you can contact us about our privacy practices. This Policy applies to any information collected when you visit or interact with our website (the "Site").

**CHANGES TO THIS POLICY** We may update this Policy periodically. Any revisions will be posted on the Site, and continued use of the Site after updates are posted constitutes acceptance of those changes.

**INFORMATION WE COLLECT** **Information You Provide** We may collect personal information you provide directly, such as when you contact our support team via email. This may include your name, email address, telephone number, address, and any additional details you voluntarily share with us. We retain personal information only as long as necessary to fulfill the intended purpose or as required by applicable laws. Unless legally obligated to retain it longer, we will delete or anonymize your data once the retention period ends.

**Automatically Collected Information** When you access the Site, we automatically collect certain details using technologies such as cookies and server logs. Cookies are small data files stored on your device that enable the Site to recognize your device, remember preferences, track interactions, and identify referring websites. The automatically collected information may include:

- Browser type and settings
- IP address
- Device identifiers
- Operating system details
- Internet service provider details
- Language preferences
- Referring URLs
- Visit timestamps and duration
- Pages viewed
- Location data through GPS, geo-filtering, or other tracking technologies

Most web browsers accept cookies by default, but you can modify your browser settings to reject or remove cookies. Please note that disabling cookies may impact your experience on the Site and may affect certain opt-out mechanisms that rely on cookies to recognize your preferences.

**DO NOT TRACK** Some browsers allow you to send "Do Not Track" signals to websites. Like many websites, our Site does not currently respond to these signals. To learn more, visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

**ADVERTISING** We may partner with third parties to display advertisements across different platforms. Some advertisers participate in the Digital Advertising Alliance ("DAA") AdChoices Program, which allows users to opt out of interest-based advertising through an Advertising Option Icon.

For more information, visit:

- DAA AdChoices: <http://www.youradchoices.com/>
- Mobile opt-out: <http://www.aboutads.info/appchoices>
- Network Advertising Initiative ("NAI"): <http://www.networkadvertising.org/choices/> and <https://www.networkadvertising.org/mobile-choice/>

Even if you opt out, you may still see advertisements, but they will not be tailored based on your interests. We are not responsible for the effectiveness of or compliance with third-party opt-out mechanisms.

To limit tracking on mobile devices, you can adjust your device's advertising settings.

**ANALYTICS** We utilize Google Analytics, a service provided by Google Inc., to analyze user interactions with our Site. Google Analytics collects data (including anonymized IP addresses) through cookies and may transfer it to Google servers in the USA for processing. Google uses this data on our behalf to generate reports on website activity and user behavior, helping us improve the Site.

We also use Google Tag Manager to manage website tags. This tool does not use cookies or collect personal data but may trigger other tags that do.

For more details on how Google Analytics collects and processes data, visit: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). To opt out of Google Analytics tracking, visit: <http://www.google.com/settings/ads> and <https://tools.google.com/dlpage/gaoptout/>.

**PURPOSES OF DATA USAGE** We may use your personal information for the following purposes:

- To provide access to the Site
- To improve and enhance the Site's performance and functionality
- To deliver advertisements and improve advertising effectiveness
- To investigate and prevent fraud, abuse, or policy violations
- To respond to inquiries and resolve disputes

**DATA SHARING** We may share your information with affiliates, business partners, vendors, and third parties for operational and advertising purposes.

We may engage third-party vendors to assist with website maintenance, customer service, and advertisement serving. This may involve sharing information such as email addresses or automatically collected data.

In the event of a business transaction, such as a merger, acquisition, or sale of assets, your personal information may be transferred as part of that process.

Additionally, we may disclose your information if required by law or to:

- Comply with legal processes such as subpoenas or court orders
- Protect our rights, property, and users
- Investigate fraud or security incidents
- Prevent unauthorized use of the Site

**CALIFORNIA SHINE THE LIGHT NOTICE** Under California's "Shine the Light" law, California residents may request details about how we share personal information with third parties for direct marketing purposes. We do not share personal information for direct marketing purposes.

**THIRD-PARTY LINKS** The Site may include links to third-party websites. These external sites operate independently and have their own privacy policies. We are not responsible for their privacy practices and recommend reviewing their policies before providing any personal data.

**SECURITY MEASURES** We implement reasonable security measures to protect your personal information from unauthorized access, misuse, loss, or disclosure. However, no online transmission or storage method is completely secure, and we cannot guarantee absolute security.

**CHILDREN'S PRIVACY** The Site is not intended for children under 13, and we do not knowingly collect personal information from minors. If we discover that we have collected data from a child under 13, we will delete it as required by law.

**CONTACT US** For questions or concerns regarding this Policy, please contact us at: [info@pcsecurityinfo.com](mailto:info@pcsecurityinfo.com) Subject: Privacy and Cookie Policy Inquiry