



**Privacy policy**  
*updated May 24, 2018 (v2)*

**Updated on 05/24/2018** to reflect General Data Protection Regulation (“GDPR”). We’re using this opportunity to make these updates to our sites, and provide access to the updated privacy policies of our various service providers and platforms. We recommend that you read this privacy policy in full to ensure you are fully informed.

## Privacy Policy

Definitions and abbreviations:

**LMS = Learning Management System (Teachable)** - a third party service provider/platform, used to deliver educational content to subscribers via an online learning platform. <https://teachable.com/privacy-policy>

**CRM = Customer Relationship Manager (Hubspot)** - a third party service provider/platform, used to manage customer service, conversational and inbound marketing, and sales relationships. <https://legal.hubspot.com/privacy-policy>

**OPP = Online Payment Processor (Stripe)** - a third party service provider/platform, used to process payment for products purchased online. <https://stripe.com/us/privacy>

**EMP = Email Marketing Platform (MailChimp)** - a third party service provider/platform, used to send email communication to people who have opted in to the mailing list via in-person registration at such venues as conferences and tradeshow, via our social media or blog registration pages, or through the use of our LMS.  
<https://mailchimp.com/legal/privacy>

**Please note:** The above may be referred to in the aggregate as “partners”, “affiliates”, “platforms”, “third party platforms”, “service providers”, or “third party service providers”.





**IP = Internet Protocol** - the method or protocol by which data is sent from one computer to another on the Internet. Each computer (known as a host) on the Internet has at least one IP address that uniquely identifies it from all other computers on the Internet.

**PII = Personally-Identifying Information or Personally Identifiable Information** - information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

**NPII = Non-Personally-Identifying Information or Non-Personally-Identifiable Information** - information that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request.

## Summary

As part of the GDPR implementation on May 25, 2018, we've updated this Privacy Policy to make it easier for you to understand what information we collect, why we collect it, and how we use it.

**Here's a quick summary of our privacy policy updates:**

- We've updated our Privacy Policy to comply with the new GDPR requirements.
- We've added a new [Cookie Policy](#) to make it easier to review our use of cookies and other technologies.
- We've improved the way we describe our practices and how you can make choices about your information.





*We encourage you to regularly check for updates to this Privacy Policy, as well as the Privacy Policies of our third party service providers and partners (links above).*

FetchFind LLC (“FetchFind”) will make every reasonable effort to protect your privacy when you’re using our websites, learning management system (“LMS”), customer relationship manager (“CRM”), email marketing platform (“EMP”), and online payment processor (“OPP”) and when you have consented to receiving email communication from us via any of the platforms and service providers mentioned above. We ask that you help us safeguard your Personally-Identifying Information (“PII”) by keeping your account(s) secure.

FetchFind operates and uses the services of several websites and platforms, including <http://www.fetchfind.com> and <http://learning.fetchfind.com>. It is FetchFind’s policy to respect your privacy regarding any information we may collect while operating our websites and in collaboration with any of our LMS, CRM, EMP, and OPP partners.

You can opt out or update your communication preferences at any time by going [here](#). You can always refuse to supply personally-identifying information, with the caveat that it may prevent you from engaging in certain website-related activities, such as paying for services or using our LMS.

## **Privacy Policy Changes**

Although most changes are likely to be minor, FetchFind may occasionally and at its sole discretion change its Privacy Policy as necessary. FetchFind encourages visitors to regularly check this page for any changes to its Privacy Policy. If you have an LMS or OPP account, or are included in our CRM or EMP platforms via previous purchase or by opting





in to an email list, you should also check those sites for alerts to changes in their Privacy Policies. Your continued use of these sites after any changes in this or other Privacy Policies will constitute your acceptance of such change(s).

## **Website Visitors**

Like most website operators, FetchFind collects non-personally-identifying information (“NPII”) of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. FetchFind’s purpose in collecting non-personally identifying information is to better understand how FetchFind’s visitors use its website. FetchFind may occasionally release non-personally-identifying information in the aggregate, e.g., by providing analytics to a third party or consultant to identify usage trends and areas for improvement. FetchFind also collects potentially personally-identifying information like Internet Protocol (“IP”) addresses for logged in users and for users leaving comments on our sites. FetchFind only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below, except that blog commenter IP addresses are visible and disclosed to the administrators of the blog where the comment was left.

## **Gathering of Personally-Identifying Information (“PII”)**

Certain visitors to FetchFind’s websites choose to interact with FetchFind in ways that require FetchFind to gather personally-identifying information. The amount and type of information that FetchFind gathers depends on the nature of the interaction. For example, we ask visitors who sign up for an LMS account or request a product download such as a whitepaper or infographic to provide a name and email address. Those who





engage in transactions with FetchFind are asked to provide additional information, including, as necessary, the personal and financial information required to process those transactions. In each case, FetchFind, and/or our LMS, CRM, EMP, and OPP providers collect such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with FetchFind. FetchFind does not disclose personally-identifying information other than as described below. Visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities, such as paying for services or using our LMS.

### **Aggregated Statistics**

FetchFind may collect statistics about the behavior of visitors to its websites. For instance, FetchFind may monitor visits to our site(s) or user behavior on its LMS. FetchFind may display this aggregate information publicly or provide it to others. However, FetchFind does not disclose personally-identifying information other than as described below.

### **Protection of Certain Personally-Identifying Information**

FetchFind discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors, and affiliated organizations that (i) need to know that information in order to process it on FetchFind's behalf or to provide services available at FetchFind's websites, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors, and affiliated organizations may be located outside of your home country; by using FetchFind's websites, you consent to the transfer





of such information to them. FetchFind will not rent or sell potentially personally-identifying information to anyone. Other than to its employees, contractors, and affiliated organizations and service providers, as described above, FetchFind discloses potentially personally-identifying and personally-identifying information only when required to do so by law, or when FetchFind believes in good faith that disclosure is reasonably necessary to protect the property or rights of FetchFind, third parties, or the public at large. If you are a registered user of a FetchFind website, LMS provider, or OPP and have supplied your email address, FetchFind may send you emails (including weekly newsletters or other forms of electronic communication) to tell you about new features, solicit your feedback, or keep you updated with what's going on with FetchFind and our products. If you send us a request (for example via a support email or a feedback mechanism such as our customer service chat function), we reserve the right to publish it in order to help us clarify or respond to your request or help us support other users. FetchFind takes all measures reasonably necessary to protect against the unauthorized access, use, alteration, or destruction of potentially personally-identifying and non-personally-identifying information.

## Cookies

**Definition and usage:** A cookie is a small text file or string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns to make the user experience more efficient. FetchFind and its third party platforms and service providers use cookies to help FetchFind identify and track visitors, their usage of FetchFind's websites, LMS, CRM, EMP, and OPP platforms, and their website access preferences. FetchFind visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using FetchFind's websites and third party service providers, with the drawback that certain





features of FetchFind's websites and affiliated third party platforms and service providers may not function properly without the aid of cookies.

FetchFind's websites use different types of cookies, some of which are placed by third party service providers that appear on our pages. These cookies are used to personalise content, to provide social media features and customer service, and to analyse our traffic. We also share information about your use of our site with our LMS, CRM, EMP, OPP, and/or analytics service providers or partners who may combine it with other information that you've provided to them or that they've independently collected from your use of their services. Although most web browsers automatically accept cookies, some browsers' settings can be modified to decline cookies or alert you when a website is attempting to place a cookie on your computer. However, the Websites may not function properly if you disable cookies. Users can opt-out of cookies by utilizing the settings provided in their browsers.

You can see the list of cookies currently in use on our websites [here](#).

