



### **What information do we collect?**

We collect information from you when you subscribe to our newsletter, respond to a survey, or fill out a form on our website or on LaneTerraLever social channels.

### **What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs)
- To administer a contest, audit, promotion, or survey
- To send periodic emails
- To send emails that may include company news, updates, related product or service information, etc.

Note: All unsubscribe or opt-out requests should be sent to us at [marketing@laneterralever.com](mailto:marketing@laneterralever.com) and we will process your request within a reasonable time after receipt.

### **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 sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. 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.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in conducting our business or servicing you, so long as those parties agree to keep this information confidential. We may also 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. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Children's Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), we do not collect any information from anyone under



13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and social media channels not to information collected offline.

Our site collects site usage information (not personal identifiable) for the purposes of improving our site content and user experience. Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to our website. The type of information we gather can include the following.

### **Bing Ads, LiveIntent, Simpli.fi, Taboola Monetize Content and Target Performance**

Personal Data: Cookies and Usage Data

### **Facebook Audience Network**

Personal Data: Cookies, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data

### **Outbrain**

Personal Data: Cookies and various types of Data as specified in the privacy policy of the service

### **Analytics**

Google Analytics, Google Tag Manager, Adobe Analytics, Google Analytics with anonymized IP and Salesforce Analytics Cloud

Personal Data: Cookies and Usage Data

### **Google Analytics for Firebase**

Personal Data: Cookies, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data

### **User ID extension for Google Analytics**

Personal Data: Cookies

### **Opt Out of Analytics Tracking**

You can choose to opt out of having site activity logged by clicking here:

<https://support.google.com/analytics/answer/181881?hl=en>

### **Your Consent**

By using our site, you consent to our privacy policy.



### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

This policy was last modified on 4/6/2018.

### **Contacting Us**

United States: Our service is maintained in the United States. By using the service, you authorize the export of Personal Information to the United States and its storage and use as specified in this policy.

If there are any questions regarding this privacy policy you may contact us using the information below.

<https://www.laneterralever.com/contact/>