

# PRIVACY POLICY - Further information

## ABOUT THE INFORMATION WE COLLECT:

You will always have the option to control the use of cookies through the cookie banner on our website.

## OPTION 2 WEBSITES:

### 1. REQUEST ACCESS FORM:

This form is used to qualify you as a legitimate retailer in order to give you access to our Ecwid Stores, view catalogues, pricing and images in our data banks.

**Information collected is as follows:** your name, store name, city, state or province, country, zip or postal code, email address, date and whether you opted in or out to be added to our email marketing list. We do not sell this information and is for internal purposes only.

### 2. CONTACT CORPORATE (head office) FORM:

This form is submitted directly to head office and is used for information about your inquiry or what we can assist you with.

**Information collected is as follows:** your name, email address, phone number, date, store name, city, province or state, and a description you submit of what you need assistance with ie. Lines of interest, sale rep information, if you want access to a catalogue, an appointment. We do not sell this information and is for internal purposes only.

### 3. ECWID STORES:

When you place an order we collect all the shipping address information required to place an order with us.

We do not ask for payment information and none is collected when you place an order.

Once your order is ready to be shipped we do need payment information and that information is directly supplied to the our head office. More on payment security below.

As with Google analytics, statistical information about users visiting the site is collected and is the same as the Google data.

### 4. INFORMATION COLLECTED BY GOOGLE ANALYTICS:

When you visit either our Option 2 website OR our Ecwid stores, Google analytics uses cookies to track certain information that helps us analyze how our website is performing.

When you visit our websites:

- We only see a visitor
- We do not see your personal information such as name, IP address, your interests, religion

## **INFORMATION COLLECTED BY GOOGLE ANALYTICS (cont'd):**

### **We can see the following:**

- Your location – city, province/state, country
- When and for how long you were on our website
- What pages you visited
- Your age and gender
- If you are a new or returning visitor
- What device you used ie.: desktop, mobile, tablet and operating system ie. Windows, iOS, Android etc.
- What browser you used ie Chrome, Safari, Bing etc.
- How you arrived at our website: ie. Via Search, direct, referral from another website or social media

With these details, we can evaluate how our website is performing, if our search engine optimization is working well, visitor flow, what pages are most visited and we can compare that performance over time to see if performance is improving.

This information is only shared internally.

## **PROCESSING OF CREDIT CARDS AND STORAGE OF INFORMATION:**

Option 2 is PCI DSS (Payment Card Industry Data Security Standard) compliant.

In short, PCI DSS is an internationally accepted security standard to protect cardholder data through encryption. This secures a transaction between our customers and our business to prevent data theft and breaches via a secure network.

### **Certification requires that the following criteria be met:**

- Installing and maintaining firewall configuration to protect data
- Data encryption across open and public networks
- Use of Malware and antivirus programs
- Restricting access to data
- Tracking and monitoring all access to network resources and cardholder data
- Regular testing of security systems and processes
- Maintain a personnel policy that addresses information security

If you should have further questions, please contact [mwalpert@myoption2.com](mailto:mwalpert@myoption2.com)