

# Avanti Enterprises©

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## Privacy Policy

Last Updated on October 10<sup>th</sup>, 2022

### **UNDERSTAND THIS COMPLETELY:**

By consuming any information from Avanti Enterprises© through our websites, brands or associated information channels such as but not limited to email, messengers or social media - You agree to all policies below, and you agree that these policies may update at any time without notice. Therefore, you agree you are solely responsible to keep yourself updated on any and all current policies.

### **1. Personally-Identifiable Information and Non-Personally Identifiable Information.**

Avanti Enterprises© may collect two different types of information, Personally Identifiable Information (“PII”) and Non-Personally Identifiable Information (“Non-PII”). PII is information that identifies you as an individual – for example, your name, address, telephone number, e-mail address, credit card information, billing address and shipping information. Non-PII is aggregated information, demographic information, IP addresses, user behavior data from web interaction metrics tools and other information that does not reveal your specific identity. PII and Non-PII may be collected anytime you access or use an Avanti Enterprises© website. PII and Non-PII may also be collected by Avanti Enterprises© during in-person discussions, telephone conversations, and electronic or other written communications.

Avanti Enterprises© also collects information via cookies; blocking cookies may render you unable to access certain Avanti Enterprises© products, services, or websites.

Avanti Enterprises© uses PII to respond to your inquiries, provide you with services you have requested, keep you informed of services Avanti Enterprises© thinks may be of interest to you, and otherwise personalize your experience with Avanti Enterprises©, and other reasons. Avanti Enterprises© does not sell or lease PII about you to others. Avanti Enterprises© may share PII with Avanti Enterprises© affiliates and third parties contracting with Avanti Enterprises© to provide services to you, e.g., financial institutions, third party ad platforms, and suppliers for products purchased. Avanti Enterprises© may also share PII when required by law, or when you have expressly requested Avanti Enterprises© to do so. Avanti Enterprises© reserves the right to disclose and use your PII if Avanti Enterprises© believes it is necessary to: (a) respond to legal process, e.g., a subpoena; (b) respond to a law enforcement agency's request; (c) enforce the Terms; or (d) protect the rights, privacy, safety, property, or operations of Avanti Enterprises© or third parties;

Because Non-PII does not personally identify You, Avanti Enterprises© reserves the right to use and disclose to third parties Non-PII for any purpose.

Avanti Enterprises© maintains reasonable physical, administrative and technical safeguards to protect PII from loss, misuse, or unauthorized access, disclosure, alteration or destruction. Avanti Enterprises© enforces its Privacy Policy via self-assessment.

Avanti Enterprises© reserves the right to change this privacy notice at any time, without notice. Changes will become effective upon the posting of the revised notice here <https://www.AvantiEnterprises.org/privacy> or upon emailing of the changes to You at the email address You provided to Avanti Enterprises©, or as required by law.

## **2. Links to or From Other Sites.**

Except where expressly stated by Avanti Enterprises©, Avanti Enterprises© is not affiliated or associated with operators of any third party websites that link to or are linked from any Avanti Enterprises©-maintained website. Avanti Enterprises© disclaims any responsibility for the accuracy or content of information found on third party websites that link to or are linked from any Avanti Enterprises© website. Avanti Enterprises© disclaims any responsibility for the security of any information (including without limitation credit card and personally identifiable information (“PII”)) that you may provide to any third party. Avanti Enterprises© reserves the right, at any time and in its sole and absolute discretion, to block links to any Avanti Enterprises©-maintained website through technological or other means without prior notice. Third-party links we may send you to or link to may be affiliate partners with us where we may earn a commission based on the agreed partnership with those third-parties of the offer we send you or traffic to.

## **3. Release/Authorization to Use Photographs.**

You grant Avanti Enterprises© permission to use any and all photographs, or video or audio or digital recordings taken by Avanti Enterprises© or its agents or employees, or submitted by You to Avanti Enterprises© (i.e. testimonial) (hereinafter “Photographs”) in any Media (including print, internet, film, television and no matter how distributed or published) for any purpose, which may include, but shall not be limited to, advertising, promotion, marketing and packaging of Avanti Enterprises© or any product or service sold and marketed by Avanti Enterprises©. You agree that this authorization to use Photographs may be assigned by Avanti Enterprises© to any other party. You agree that that the Photographs may be combined with other Photographs, sounds, text and graphics, and that the Photographs may be manipulated, cropped, altered or modified in Avanti Enterprises© ’sole discretion. You agree not to

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#### **4. Information We Collect and What We Do With It**

**Product Orders.** We collect a variety of personal information with each product order or request for information via opt-in of personal information.

This may include but is not limited to:

Your name, address, email address, phone number and other personal information. This information is shared with our e-commerce software providers to ensure completion of your order. We use your email to communicate with you about your order and to manage our customer relationship with you. When you place an order you may be added to our mailing list from which you can unsubscribe at any time using the unsubscribe link in each email or by contacting us.

We may also use upload some or all of this personal information in order to create valuable advertisement experiences on third-part ad platforms. Opt-out of marketing via the traditional email list(s) will entail us to remove you from other third-part marketing platforms as well. We will do this within a reasonable amount of time, but may take up to 2 weeks or more to complete.

**Your payment information.** We collect payment information for each order but we do not store payment information on Avanti Enterprises© servers. Your payment information is securely communicated to and processed via our e-commerce software providers who are all industry compliant

We may also collect navigation activity on our website(s) pages in order to provide the best user experience. Such as, what pages your browser visits, how long you visited those pages, what areas you went to on those pages, and where you clicked with your mouse on those pages, and other interactions on those pages. This is not personally identifiable information but it does help us work on our websites to provide only the BEST experience to our visitors.

We may also rent our email list in order to promote products/services by those who have paid for us to send their offer(s). We will not share your information, merely send out their promotion. You may be redirected to a page of theirs where they may collect information from you - this activity will be governed by their own policies, which you may have to agree to. We are not responsible for what happens after you supply your information to a third-party we direct you to.

We may also collect information on behalf of an advertiser or third party whom we have a partnership with. Any of your information identifiable or non-identifiable may be passed on to that third party for the purposes of their business functions like; promotion, sales, or obtaining you as a new customer of theirs.

We do reserve the right to sell our customer database (list(s)) or segments of the list(s) at any time. Upon that time, the policies applying to your data will be subject to the new owner of that information (list) and any laws applicable. This could include some or all of the information you have supplied us with, like an email, phone, address, etc. This may happen without notice, and we reserve the right to not disclose the sale of this information should a transaction like this happen.

## **5. Cookie and Activity Policy**

### **Activity**

We may record information relating to your use of the Site, such as the searches you undertake, the pages you view, your browser type, IP address, requested URL, referring URL, and timestamp information. We use this type of information to administer the Site and provide the highest possible level of service to you. We also use this information in the aggregate to perform statistical analyses of user behavior and characteristics in order to measure interest in and use of the various areas of the Site, and to run advertisements on third-party platforms.

## **Cookies**

We may send cookies to your computer in order to uniquely identify your browser and improve the quality of our service. The term “cookies” refers to small pieces of information that a website sends to your computer’s hard drive while you are viewing the Site. We may use both session cookies (which expire once you close your browser or at a later date) and persistent cookies (which stay on your computer until you delete them). You have the ability to accept or decline cookies using your web browser settings or by using “private” or “incognito” browsing. If you choose to disable cookies, some areas of the Site may not work properly.

Upon any visit to a page we will show a cookie policy bar, which will show upon every visit to our domain unless “dismissed”. When dismissed the bar will not display again for one day. After one day, upon visit to our site(s) the policy bar will prompt again. This is to comply with laws alerting you to what information we collect that is not submitted by visiting our website.

## **6. Your Data Rights Under GDPR**

Under GDPR, you have the right to unsubscribe from all marketing efforts or see what data we have by requesting it by contacting us. To identify you, we’ll require the email address you want to take action on since sometimes people use multiple

addresses, we'll need to know which one or ones you want to administer.