

Alotl Science Privacy Policy

Effective Date: September 14, 2022

Introduction

This Privacy Policy discloses the privacy practices for Alotl LLC, DBA Alotl Science (the "Company") and its website alotlscience.com ("Website"). We have created this privacy statement in order to demonstrate our firm and continuing commitment to the privacy of personal information provided by those using the services of Alotl Science and those visiting and interacting with its website. We hold the privacy of your personal information in the highest regard. The following discloses our information gathering and dissemination practices for this website.

We recognize the importance of protecting your privacy and our policy is designed to assist you in understanding how we collect, use, and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site. This policy will be continuously assessed against new technologies, business practices, and our customer's needs.

Full name of legal entity: Alotl LLC, DBA Alotl Science

Email address: hello@alotlscience.com

Postal address: 260 Lakewood Parkway, Amherst, NY 14226

It is very important that the information we hold about you is accurate and up to date. Please

let us know if at any time your personal information changes by emailing us at

hello@alotlscience.com.

What Information Do We Collect?

When you sign up for a consultation or when you visit the Website, you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and website use information collected on an aggregate basis as you and others browse our Website.

What is Sensitive Information?

Racial or ethnic origin, political opinions, religion, trade union or other professional association or memberships, philosophical beliefs, sexual orientation or practices, criminal records; Health information (Biometric information, etc.).

Where personal information that is also sensitive information is collected for a particular purpose i.e. the primary purpose, we will not disclose it for another purpose i.e. a secondary purposes unless:

- The client/customer would reasonably expect the company to use or disclose such sensitive information for the secondary purpose; and
- The secondary purpose is directly related to the primary purpose.

Sensitive information may also be disclosed if:

- The disclosure is required under United States law;
- A permitted general situation exists;
- A permitted health situation exists; or

- The company reasonably believes that the use or disclosure of such information is necessary for an enforcement related activity conducted by or on behalf of an enforcement body.

1. PERSONAL INFORMATION YOU CHOOSE TO PROVIDE

2. REGISTRATION INFORMATION

When you register for any of our products, services, or newsletters you will provide us information about yourself, including information which may be considered sensitive information as described above.

3. EMAIL INFORMATION

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone. This also applies when you register for our website, sign up through any of our forms using your email address or make a purchase on this site.

4. WEBSITE USE INFORMATION

Similar to other commercial websites, our Website utilizes a standard technology called cookies (see explanation below, What Are Cookies?) and web server log files to collect information about how our Website is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our Website, and the websites visited just before and just after our Website, as well as your

anonymized IP address. The information we collect automatically is used for statistical data and will not include personal information. We use this data to improve our website(s) and our service offerings.

How And Why We Collect Information

The Company collects your information in order to record and support your participation in the activities you select. If you register to download a book or other resources, sign up for our newsletter, enroll in a program, and/or purchase a product from us, we collect your information. We use this information to track your preferences and to keep you informed about the products and services you have selected to receive and any related products and/or services. As a visitor to this Website, you can engage in most activities without providing any personal information. It is only when you seek to download resources and/or register for services that you are required to provide information.

If you are outside the European Union and opt to receive any free resources, participate in any free training programs, register for a webinar, register for a live event, or purchase any products sold by the Company on this Website, we will automatically enroll you to receive our free email newsletter. If you do not wish to receive this newsletter, you can unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to hello@alotlscience.com requesting to unsubscribe from future emails.

If you are in the European Union and opt to receive any free resources, participate in any free training programs, register for a webinar, register for a live event, or purchase any products sold by the Company on this Website, we

will only enroll you to receive our free email newsletter if you affirmatively consent to it. If you do consent, you may still unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to hello@alotlscience.com requesting to unsubscribe from future emails.

How Do We Use the Information That You Provide to Us?

We use personal information for purposes of presenting our Website and its contents to you, providing you with information, providing you with offers for products and services, providing you with information about your subscriptions and products, carrying out any contract between you and the Company, administering our business activities, providing customer service, and making available other items and services to our customers and prospective Customers.

From time-to-time, we may use the information you provide to us to make you offers to purchase products and services provided by third parties in exchange for a commission to be paid to us by such third parties. Should you opt to take part in such promotions, the third parties will receive your information.

Disclosure Of Your Information

As a general rule, we do not sell, rent, lease or otherwise transfer any information collected whether automatically or through your voluntary action.

We may disclose your personal information to our subsidiaries and service providers for the purpose of providing our services to you.

We may disclose your personal information to a third party, including to a lawyer or collection agency, when necessary to enforce our terms of service or any other agreement between you and the Company.

We may provide your information to any successor in interest in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets and/or business.

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights or when compelled by a court or other governmental entity to do so.

What Are Cookies?

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a Website to access the cookies it has already sent to you, not the cookies sent to you by other sites. Browsers are usually set to accept cookies. However, if you would prefer not to receive cookies, you may alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our site will not function as effectively when viewed by the users. A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.

How Do We Use Information We Collect from Cookies?

As you visit and browse our Website, the site uses cookies in an effort to provide you with an excellent user experience. In some cases, we also use cookies to prevent you from having to log in more than is necessary for security. Cookies, in conjunction with our web server's log files, allow us to calculate the aggregate number of people visiting our Website and which parts of the site are most popular. This helps us gather feedback to constantly improve our Website and better serve our clients. Other than as described in this Privacy Policy, cookies do not allow us to gather any personal information about you and we do not intentionally store any personal information that your browser provided to us in your cookies.

The Company reserves the right to use technological equivalents of cookies, including social media pixels. These pixels allow social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. The Company reserves the right to use these pixels in compliance with the policies of the various social media sites.

Google AdSense:

Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to your website or other websites.

Google's use of advertising cookies enables it and its partners to serve ads to your users based on their visit to your sites and/or other sites on the Internet.

Users may opt out of personalized advertising by visiting [Ads Settings](#). Users can also opt out of a third-party vendor's use of cookies for personalized advertising by visiting www.aboutads.info.

CJ Affiliates: CJ Affiliates is allowed to collect certain Data about our visitors to our digital properties and/or about our customers and prospective customers. CJ may Process the Data for the purpose of providing the services including (i) to identify leads, trying to determine what devices are likely to belong to a Data Subject and trying to distinguish their device from other devices, to provide commission accurately; (ii) performance measurement, reporting and analytics related to the services provided under this Agreement; (iii) improve existing systems and software and to develop new products; and (iv) monitor for and prevent fraudulent activity as well as ensuring systems and processes work properly and securely.

Other third party vendors and networks

Other third party vendors and networks may also be used to serve ads on this website. If the third party has a link that the company is able to link at the time we set up the account we shall post it in this document.

The user may visit those websites to opt out of the use of cookies for personalized advertising (if the vendor or ad network offers this capability). The user may also opt out of some third-party vendors' uses of cookies for personalized advertising by visiting www.aboutads.info.

We do our best to keep an updated record in this privacy policy, however the user should feel welcomed to inquire about our current list of vendors by emailing us at lauren@alotllearning.com.

Links to the appropriate vendor and ad network websites:

- Users may opt out of personalized advertising by visiting Ads Settings. Users can also opt out of a third-party vendor's use of cookies for personalized advertising by visiting www.aboutads.info.

IP Addresses

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as traffic data so that data (such as the Web pages you request) can be sent to you.

Other Websites Linked to Our Website

We are not responsible for the practices employed by websites linked to or from our Website

or the information or content contained therein. Often links to other websites are provided solely as pointers to information on topics that may be useful to the users of our website. We pride ourselves on only working with quality third parties that we trust, and only those where we have good reason to believe that they have the appropriate data protections in Place. Please remember that when you use a link to go from our Website to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including websites which have a link on our Website, is subject to that website's own rules and policies. Please read over those rules and policies before proceeding.

You may review some of those Privacy Policies here:

- WordPress.org: <https://wordpress.org/about/privacy>
- Google: (all products) <https://policies.google.com/privacy>
- Amazon: <https://aws.amazon.com/privacy>
- Facebook: <https://m.facebook.com/about/privacyshield>
- FedEx: <https://www.fedex.com/us/security/index.html>
- PayPal: <https://www.paypal.com/webapps/mpp/ua/legalhub-full>

- USPS: <https://about.usps.com/who-we-are/privacy-policy/welcome.htm>
- CJ Affiliates: <https://www.cj.com/legal/privacy>

Your Consent

By using our Website, you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this Privacy Policy at any time with or without notice.

Our Commitment To Data Security

Please note that your information will be stored and processed on our computers in the United States. The laws on holding personal data in the United States may be less stringent than the laws of your Country of residence or citizenship. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Choice/Opt-In/Opt-Out

In compliance with the CAN-SPAM Act, all e-mails sent from our organization will clearly state who the email is from and provide clear information on how to contact the sender. In addition, all e-mail messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us. Our emails provide users the opportunity to opt-out of receiving communications from us by

reading the unsubscribe instructions located at the bottom of any email they receive from us at any time.

Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the email. After unsubscribing we will discontinue sending the particular messages as soon as technically feasible

You may also contact, hello@alotlscience.com to opt-out of receiving emails from us.

California Online Privacy Protection Act

The Company does not honor “Do Not Track” settings and/or signals and as such there will be no difference in how we collect or use data, even if you set your web browser to send a “Do Not Track” signal when you visit this Site.

Surveys & Contests

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

A Special Note About Children

Children are not eligible to use our services unsupervised and we ask that children (under the age of 13) do not submit any personal information to us. If you are a minor, you can use this service only in conjunction with permission and guidance from your parents or guardians. The safety and privacy of children online is important to us and we take great care to comply with the Children's Online Privacy Protection Act of 1998 (COPPA). AlotI Science does not allow this Website to be accessed by children under the age of 13 without the supervision of a parent or guardian. We will never knowingly contact or collect personal information from children under 13. Please contact us at hello@alotscience.com to notify us if you believe your minor child has provided us with personally identifiable information.

Policy Modifications

We may change this Privacy Policy from time to time. If/when changes are made to this Privacy Policy, we will post any changes here, so be sure to check back periodically. However, please be assured that if the Privacy Policy changes in the future, we will not use the personal information you have submitted to us under this Privacy Policy in a manner that is materially inconsistent with this Privacy Policy, without your prior consent.