

## **Privacy Policy**

Protecting your private information is our priority. This Statement of Privacy applies to [www.solsticepools.com](http://www.solsticepools.com) and Solstice Pools & Landscaping, LLC (“We”) and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Solstice Pools & Landscaping, LLC include [www.solsticepools.com](http://www.solsticepools.com) and Solstice Pools. The Solstice Pools & Landscaping website is an information site. By using the Solstice Pools website, you consent to the data practices described in this statement.

**Data Collection and Usage Overview.** We collect the following information about our users, which will be used by ourselves and our agents: click-stream data, HTTP protocol elements, search terms, URI of requested resource, query-string portion of URI, request date, request time, other access log fields, user agent information, and navigation and click-stream data. This data will be used for the following purposes: completion and support of the current activity, website and system administration, and research and development.

We use non-personal information such as demographic data to analyze and develop our marketing strategy and to determine how you found out about us, your interests regarding our services and how to further improve our website based upon user data. We DO NOT share non-personal information with third parties.

Our Web server automatically collects some information about you when you request pages from our server, including your IP address. Your IP address is a number that is used by computers connected to the Internet to identify your computer so that data (such as the Web pages you request) can be sent to you. This information does not identify you personally.

### **Collection of your Personal Information**

In order to better provide you with products and services offered on our site, Solstice Pools may collect personally identifiable information such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number

Solstice Pools may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Gender
- Race
- Religion
- Political Affiliation
- Household Income

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available from Solstice Pools. These may include: (a) registering for an account on our Site; (b) signing up for special offers from Solstice Pools and selected third parties; (c) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our site. We will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us.

### **Use of your Personal Information**

Solstice Pools collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Solstice Pools may also use your personally identifiable information to inform you of other products or services available from Solstice Pools.

### **Sharing Information with Third Parties**

Solstice Pools DOES NOT sell, rent or lease its customer lists to third parties.

Solstice Pools may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are PROHIBITED from using your personal information except to provide these services to Solstice Pools, and they are required to maintain the confidentiality of your information.

Solstice Pools may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the

edicts of the law or comply with legal process served on Solstice Pools or the site; (b) protect and defend the rights or property of Solstice Pools; and/or (c) act under exigent circumstances to protect the personal safety of users of Solstice Pools, or the public.

### **Tracking User Behavior**

Solstice Pools may keep track of the websites and pages our users visit within Solstice Pools, in order to determine what Solstice Pools services are the most popular. This data is used to deliver customized content and advertising within Solstice Pools site to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by Solstice Pools. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Solstice Pools website.

**Log Files.** We also collect IP addresses to analyze trends, administer the website, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personal information.

**Cookies.** Cookies are a technology which can be used to provide you with tailored information from a website. A cookie is an element of data that a website can send to your browser, which may then store it on your system. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it. Our site makes use of cookies. Cookies are used to track visitors to our site so we may better understand what portions of our site best serve you.

Cookies are used by Solstice Pools for the purposes of user targeting and research and development. Additionally, at the user's option, we will collect HTTP cookies, which will be used for research and development and one-time tailoring. This data will ONLY be used by Solstice Pools and our agents.

One of the way we use cookies is to track what source you found us. For example if you found our business on Google, Yahoo! or Bing, we'd know that we received a visit from one of those sources. Note: we would not know any personal information of yours just that we received an anonymous visit from one of those locations.

### **Links**

This website contains links to other sites. Please be aware that Solstice Pools has no control or influence over the privacy practices of such other sites nor is it responsible for

the privacy practices or content of such sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personal information.

### **Security of your Personal Information**

Privacy is very important to Solstice Pools. We take every precaution to protect our users' information. All information gathered on our [www.solsticepools.com](http://www.solsticepools.com) website is protected for storage within a controlled database. However, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information will not be intercepted while being transmitted to us over the Internet. If you have any questions about the security of this website, please email us via our <Contact Form>.

### **Children Under Thirteen**

Solstice Pools is in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act). Solstice Pools does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **Opt-Out & Unsubscribe from Third Party Communications**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from Solstice Pools by contacting us here: - Web page:

<[www.solsticepools.com/optoutpage](http://www.solsticepools.com/optoutpage)>

- Contact Form on this site

### **E-mail Communications**

From time to time, Solstice Pools may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from Solstice Pools or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from Solstice Pools, you may opt out of such communications by clicking the unsubscribe button or replying STOP..

### **External Data Storage Sites**

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

**Online Privacy Policy Only**

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

**Changes to this Statement**

Solstice Pools reserves the right to change this Privacy Policy from time to time. If we decide to change our privacy policy, we will post those changes on this page. Your continued use of the site and/or Services available through this site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

**Your Consent**

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

**Enforcements.** Solstice Pools welcomes your questions or comments regarding this Statement of Privacy. If you believe that Solstice Pools has not adhered to this Statement, please contact Solstice Pools by using our on site contact form.

Effective as of March 15, 2020