

# Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to lakeshorecpr.com and Lakeshore CPR and Safety Training and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Lakeshore CPR and Safety Training include lakeshorecpr.com and Lakeshore CPR. The Lakeshore CPR website is a ecommerce site. By using the Lakeshore CPR website, you consent to the data practices described in this statement.

## Collection of your Personal Information

In order to better provide you with products and services offered on our Site, Lakeshore CPR may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number
- Employer
- Job Title

If you purchase Lakeshore CPR's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

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 on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, 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. We also may gather additional personal or non-personal information in the future.

## Use of your Personal Information

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

Lakeshore CPR may also use your personally identifiable information to inform you of other products or services available from Lakeshore CPR and its affiliates.

## Sharing Information with Third Parties

Lakeshore CPR does not sell, rent or lease its customer lists to third parties.

Lakeshore CPR 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 Lakeshore CPR, and they are required to maintain the confidentiality of your information.

Lakeshore CPR 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 Lakeshore CPR or the site; (b) protect and defend the rights or property of Lakeshore CPR; and/or (c) act under exigent circumstances to protect the personal safety of users of Lakeshore CPR, or the public.

### **Tracking User Behavior**

Lakeshore CPR may keep track of the websites and pages our users visit within Lakeshore CPR, in order to determine what Lakeshore CPR services are the most popular. This data is used to deliver customized content and advertising within Lakeshore CPR 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 Lakeshore CPR. 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 Lakeshore CPR website.

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other 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 personally identifiable information.

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

Lakeshore CPR secures your personal information from unauthorized access, use, or disclosure. Lakeshore CPR uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be

guaranteed.

### **Children Under Thirteen**

Lakeshore CPR 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.

### **E-mail Communications**

From time to time, Lakeshore CPR 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 Lakeshore CPR or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from Lakeshore CPR, you may opt out of such communications by clicking the UNSUBSCRIBE button or emailing [tim@lakeshorecpr.com](mailto:tim@lakeshorecpr.com).

### **External Data Storage Sites**

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

### **Changes to this Statement**

Lakeshore CPR reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information 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.

### **Contact Information**

Lakeshore CPR welcomes your questions or comments regarding this Statement of Privacy. If you believe that Lakeshore CPR has not adhered to this Statement, please contact Lakeshore CPR at:

Lakeshore CPR and Safety Training  
6212 U.S. Highway 6 Suite 103  
Portage, Indiana 46368

Email Address:  
[tim@lakeshorecpr.com](mailto:tim@lakeshorecpr.com)

Telephone number:  
2194065468

Effective as of January 22, 2019