

The Alderwood Group Web Sites are defined as any and all websites hosted, maintained by or otherwise controlled by The Alderwood Group.

The Alderwood Group is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to The Alderwood Group Web Sites and governs data collection and usage. By using The Alderwood Group websites, you consent to the data practices described in this statement.

Our Sites use Google Analytics which is metrics software that collects data about Sites visitors.

What We Collect

- What website you came from to get here.
- How long you stay for.
- What kind of computer and browser you're using.
- Anonymous data.
- **Personally Identifiable Information** depending on what you do during your visit and on what personal information you elect to give us.

Collection of your Personally Identifiable Information (PII)

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through The Alderwood Group public message boards, online contact forms or applications this information may be collected. The collection of this information is voluntary and only used by The Alderwood Group.

There is also information about your computer hardware and software that is automatically collected by The Alderwood Group. This information can include: your IP address, browser type, domain names, access times and referring Web Sites addresses. This information is used by The Alderwood Group for the operation of its services, to maintain quality of the services, and to provide general statistics regarding use of The Alderwood Group Web Sites.

Note: The Alderwood Group does not read any of your private online communications.

The Alderwood Group encourages you to review the privacy statements of Web sites you choose to link to from The Alderwood Group so that you can understand how those Web sites collect, use and share your information. The Alderwood Group is not responsible for the privacy statements or other content on Web sites outside of The Alderwood Group and The Alderwood Group family of Web sites.

What We Share

We do not sell, lease or otherwise share any personal information about our visitors with or to any third party companies or individuals. The Alderwood Group does not sell, rent or lease its customer lists to third parties.

The Alderwood Group collects and uses your personal information to operate The Alderwood Group Web Sites and deliver the services you have requested. The Alderwood Group may also use your personally identifiable information to inform you of other products or services available from The Alderwood Group and its affiliates. The Alderwood Group may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered. The Alderwood Group may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, The Alderwood Group may share data with trusted partners to help us 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 The Alderwood Group, and they are required to maintain the confidentiality of your information.

The Alderwood Group does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

We may disclose your personal information 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 this company; (b) protect and defend the rights or property of our company or (c) act to protect the personal safety of the employees of our company and other users of the web Sites.

What We Use

- **"Cookies"**
We use cookies to store non-PII (Personally Identifiable Information) about your activities on our web sites. We use this information to anonymously track your visit on our sites. Even if you elect to give us personal information that information will never appear in the cookies. We use both session cookies and persistent cookies (but only to ensure user experience) as a method to store your session information in a non-persistent form to extend user experience.
You can disable cookies (consult support information from your browser's publisher). If you disable cookies, your visit to our sites will not be significantly affected though, from time to time, we may provide special features that require the use of cookies.
- **JavaScript**
We use JavaScript to enhance our web sites and to assist in the tracking of analytic data.
If you disable JavaScript, many of the features on our web sites will not always work as intended.
- **Web Server Log Files**
We use web server log files to gather summary information about activities on our web sites. This information includes internet protocol (IP) addresses, browser types, internet service provider (ISP), referring documents, and operating system. We analyze this information to extract trends such as popular search engines and search terms and popular referrers. We also use this information to maintain the successful operation of our web servers. We do not use web server log files to track either anonymous or identifiable users.

What do we do with your data?

Any tracking information allows us to better understand the demographic of people who come to our Sites and what content they're reading. This allows us to make better decisions about design and writing.

All of our activity related to Google Analytics use falls within the bounds of the [Google Analytics Terms of Service](#).

Security of your Personal Information

The Alderwood Group secures your personal information from unauthorized access, use or disclosure. The Alderwood Group secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.



What is DNT?

"Do Not Track" or "DNT" is a way for your web browser to tell the website you are visiting that you do not want to be tracked by third parties whose websites you did not visit, like analytics services, advertising networks, and social platforms. When using this mechanism, a signal is sent by your browser, expressing your desire that your personal information, particularly about your online activities and network interactions, should not be passed on to third parties. When receiving a DNT signal sent to us by your browser, the person or entity that owns the website has the option to either honor or ignore the above-mentioned request.

The Alderwood Group is strongly committed to not sharing the information we collect from you (including your online activities and network interactions with Alderwood Group controlled sites) with any third parties, except under the specific situations detailed in the "What We Share" section of our Privacy Policy.

We do not utilize technologies that allow third parties such as Ad Networks or third party 'smart content' to read our visitor's cookies. Our utilization of Google Analytics, which DOES however attempt to glean certain information only provides us with user navigation and interest from *within* our Sites

and determines your referring search term or website. Our Google Analytics implementation does not communicate with any other third parties for any reason and respects the DNT settings if you have that functionality enabled in your browser. We do not require opt out to disable third party tracking, by simply enabling DNT in your browser our systems automatically adhere your decision. By enabling DNT, your browser tells our website that you do not wish to be tracked and any third party tracking is stripped from the page before it is displayed.

How do I enable “Do Not Track”?

Below are a few examples of where to find the DNT settings in major web browsers. These implementations are evolving, and you should check the help pages of your browser for more details.

If you are using Firefox 5 and above:

1. Open the **Preferences** menu and click **Privacy**.
2. Check the box for **Tell web sites I do not want to be tracked**.

If you are using Internet Explorer 9 and above:

1. Visit this [Do Not Track test page](#) for information about installing on Internet Explorer 9, and scroll to the bottom to find the link to install.
2. When the dialog window shown below pops up, click the **Add List** button to add an empty Tracking Protection List.
3. For more details see this [help page](#) from Microsoft.

If you are using Safari 5.1 and above:

1. In Safari **Preferences**, click **Privacy**.
2. Check the box next to the setting that says **Ask websites not to track me**.

If you are using Chrome:

1. Open Chrome and go to **Preferences**.
2. Go to **Settings** and select “**Show advanced settings...**” at the bottom.
3. Under **Privacy**, check the box next to “**Send a ‘Do Not Track’ request with your browsing traffic**” and click “**OK**” from the pop-up.

You can find more information about “Do Not Track” technology and policy proposal at [Do Not Track Us](#), and the [World Wide Web Consortium’s Do Not Track Specification](#).

Changes to this Statement

The Alderwood Group will occasionally update this Statement of Privacy to reflect company and customer feedback. The Alderwood Group encourages you to periodically review this Statement to be informed of how The Alderwood Group is protecting your information.

Contact Information

The Alderwood Group welcomes your comments regarding this Statement of Privacy. If you believe that The Alderwood Group has not adhered to this Statement, please contact The Alderwood Group at is@alderwoodgroup.com. We will use commercially reasonable efforts to promptly determine and remedy the problem.

Terms of Use

AGREEMENT BETWEEN USER AND The Alderwood Group

The Alderwood Group Web Sites are comprised of various Web pages services and websites, operated by The Alderwood Group .

The Alderwood Group Web Sites are offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein. Your use of The Alderwood Group Web Sites constitutes your agreement to all such terms, conditions, and notices.

MODIFICATION OF THESE TERMS OF USE

The Alderwood Group reserves the right to change the terms, conditions, and notices under which The

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LINKS TO THIRD PARTY SITES

The Alderwood Group Web Sites may contain links to other Web Sites ("Linked Sites"). The Linked Sites are not under the control of The Alderwood Group and The Alderwood Group is not responsible for the contents of any Linked Sites, including without limitation any link contained in a Linked Sites, or any changes or updates to a Linked Sites. The Alderwood Group is not responsible for webcasting or any other form of transmission received from any Linked Sites. The Alderwood Group is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by The Alderwood Group of the Sites or any association with its operators.

NO UNLAWFUL OR PROHIBITED USE

As a condition of your use of the The Alderwood Group Web Sites, you warrant to The Alderwood Group that you will not use The Alderwood Group Web Sites for any purpose that is unlawful or prohibited by these terms, conditions, and notices. You may not use The Alderwood Group Web Sites in any manner which could damage, disable, overburden, or impair The Alderwood Group Web Sites or interfere with any other party's use and enjoyment of the The Alderwood Group Web Sites. You may not obtain or attempt to obtain any materials or information through any means not intentionally made available or provided for through The Alderwood Group Web Sites .

USE OF COMMUNICATION SERVICES

The Alderwood Group Web Sites may contain bulletin board services, chat areas, news groups, forums, communities, personal web pages, calendars, and/or other message or communication facilities designed to enable you to communicate with the public at large or with a group (collectively, "Communication Services"), you agree to use the Communication Services only to post, send and receive messages and material that are proper and related to the particular Communication Service. By way of example, and not as a limitation, you agree that when using a Communication Service, you will not:

- Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights (such as rights of privacy and publicity) of others.
- Publish, post, upload, distribute or disseminate any inappropriate, profane, defamatory, infringing, obscene, indecent or unlawful topic, name, material or information.
- Upload files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless you own or control the rights thereto or have received all necessary consents.
- Upload files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer.
- Advertise or offer to sell or buy any goods or services for any business purpose, unless such Communication Service specifically allows such messages.
- Conduct or forward surveys, contests, pyramid schemes or chain letters.
- Download any file posted by another user of a Communication Service that you know, or reasonably should know, cannot be legally distributed in such manner.
- Falsify or delete any author attributions, legal or other proper notices or proprietary designations or labels of the origin or source of software or other material contained in a file that is uploaded.
- Restrict or inhibit any other user from using and enjoying the Communication Services.

- Violate any code of conduct or other guidelines which may be applicable for any particular Communication Service.
- Harvest or otherwise collect information about others, including e-mail addresses, without their consent.
- Violate any applicable laws or regulations.

The Alderwood Group has no obligation to monitor the Communication Services. However, The Alderwood Group reserves the right to review materials posted to a Communication Service and to remove any materials in its sole discretion. The Alderwood Group reserves the right to terminate your access to any or all of the Communication Services at any time without notice for any reason whatsoever.

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SERVICE CONTACT : js@alderwoodgroup.com

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