**IdeaBlock PRIVACY POLICY**

IdeaBlock LLC (“IdeaBlock”) is committed to protecting the privacy of your information. This privacy policy (the “Policy”) is meant to help you understand the information we collect, why we collect it, and how you can manage it. This Policy applies to our website at ideablock.io (the “Site”) and any of IdeaBlock’s related websites, products, services, communications, or software (the “Services”). By using our Site or our Services, you acknowledge you have read, understood, and accept this Policy.

In this Policy, any use of the words “you,” “yours,” or similar expressions refers to users of this Site and our Services, as well as any other individuals whose information we collect and process. References to “we”, “us,” “our,” or similar expressions refer to IdeaBlock.

This Policy does not extend to anyone whose personal information is not under our control or management, including data that is collected by other websites that you may visit before or after this Site, and which are not governed by this Policy. We are not responsible for the data protection or privacy policies of any other websites and accept no responsibility or liability for those policies. Please carefully check the policies of other websites and services you use before you visit or submit personal information.

1. **Information We Collect** 
   1. Information We Collect and Receive*.* In order for you to use our Site or Services, we need to collect and process certain types of information. Depending on your use of our Site and Services, this may include:

* Information you provide to us by completing forms on our website, such as account registration, mailing lists, etc.: For example, your name, email address, mailing address, phone number, or other details you may provide in any form or request on our Site;
* Information you provide to us by contacting us: Any personal information you may provide to us when you email or call us, such as name, phone number, employer, and any other details you provide in your communications. IdeaBlock may also request your contact information for the purposes of having someone contact you for additional information, or in response to your request for information from us;
* Transaction information when you purchase Services from us: For example, if you make purchases with your credit card, we use your credit card information for billing or validation purposes;
* Login information, such as username and password, social media login credentials, or cryptographic keys that you may use in connection with our Services;
* Information about the ways people visit and interact with our Site, such as traffic analytics, geolocation information, and other statistics; and
* Information about your activity through our Services, including your device information (such as your IP address, the type of device or browser you use, and your actions on the Site).

We will only use personal information to provide you with information or services you have requested, or for other purposes set out in this Policy. Personal information does not include aggregate information from which individual identities have been removed.

1.2 Information from Children.  IdeaBlockdoes not knowingly solicit or collect any personal information from anyone under 13 years of age, and children under 13 are not permitted to register for or use our Site or Services, including by subscribing to receive information from IdeaBlock. Parents can contact us at safe@ideablock.io to access, change, or delete the personal information that has been submitted by a child. If we become aware that a child under the age of 13 has provided us with personal information, we will delete it.

1.3 Cookies and Tracers.  Our Site uses cookies, which are small files that a site or its service provider transfers to your computer’s hard drive through your Web browser (if you allow) that enables the Site’s or service provider’s systems to recognize your browser and capture and remember certain information. For instance, cookies may be used to track purchases or subscriptions. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. For more information, please review our cookie policy available at https://ideablock.io/cookies.

1. **How We Use Information**

IdeaBlockmay use the personal information we collect for the following purposes:

* To improve our website in order to better serve you.
* To provide customer service and support services;
* To allow us to better service you in responding to your customer service requests.
* To follow up with you after correspondence (live chat, email or phone inquiries);
* To deliver our products or Services;
* To ask for ratings and reviews of our products or Services.
* To quickly process any financial transactions you make on our Site;
* To keep your information secure, and to be able to verify your identity and contact information; and
* To alert you about updates, special offers, and other news and services fromIdeaBlock.

1. **How Information May Be Shared**

IdeaBlock will never sell or rent any of your personal information, and we will never share your personal information publicly without your consent. However, we may share your information with certain trusted third-party services to help us provide, improve, promote, or protect our Site, products, or Services. For example, we may partner with other companies to process your payments or store your data to support delivery of our products or Services. Whenever we share data with third-party services, we require that they use your information only for the purposes we’ve authorized, and that they protect your personal information at least to the same standards we do.

We also reserve the right to disclose personal information when it is reasonably necessary to conduct our business, protect IdeaBlock’s legal rights and property, and to comply with the law or law enforcement. Otherwise, your personal information is never shared with any individual or other organization.

1. **Protection of your Personal Information**

We take the security of your personal information seriously and follow industry-standard practices to protect the data we collect and process. IdeaBlockhas therefore put in place commercially reasonable physical, electronic, and managerial procedures to safeguard and secure the personal information that IdeaBlockcollects. Access to personal information will be restricted to our authorized personnel who require the information in order to perform their duties properly. In addition, access will be limited to only that information that is strictly necessary for the performance of those duties.

Remember, the safety and security of your information also depends on you. Where you have chosen, or where we have given you a user name and password for access to certain parts of the Site or Services, you are responsible for keeping the user name and password confidential. No method of transmission over the internet or electronic storage is completely secure, so IdeaBlockcannot guarantee its absolute security.

1. **Email Notifications**

We try to keep email communications to a minimum, and give you the ability to opt in to any marketing communications we send. For example, we may send you email relating to the Services we offer. You may also elect to receive certain marketing email communications, in accordance with your preferences, and from which you may opt out at any time. You can always opt out of receiving email information or mobile device notifications from IdeaBlock, not including than communications informing you of the completion of a purchase, user registration, correction of user data, or change of password, by logging into the Site and adjusting your user preferences in your account profile, or by sending us an email at help@ideablock.iostating your request. If we have sent you a promotional email or mobile device notification, you may send us a return email or mobile device communication asking to be omitted from future email or mobile device distributions.

1. **European Union Residents**

Data protection law in Europe requires a “lawful basis” for collecting and retaining personal information from residents of the European Economic Area. Our lawful bases include:

* Performing the contract(s) we have with you: In certain circumstances, we need your personal data to comply with our contractual obligation to deliver our products and/orServices, and assist with any questions you may have.
* Consent: we may ask your consent to process your personal information in some situations.
* Legal compliance: Sometimes the law says we need to collect and use your data.

Legitimate interests: This is a term in data protection law that allows us to process your personal information if we have a fair reason to use your data, and only if we do so in ways which do not hurt your interests and rights. We sometimes require your data to pursue our legitimate interests in running our business, including for delivering our Services, fraud prevention, quality assurance, and marketing purposes, as long as our use of your data does not materially impact your rights, freedom or interests. This allows us to improve and develop the quality of the online experience we offer all our users.

1. **Retention**

We will hold your personal information on our systems for as long as is necessary to perform the relevant processing activity for that information, or as long as is set out in any relevant contract you hold with us. This is a case by case determination that depends on things like the nature of the data, why it is collected, why it is processed, and any relevant legal or operational retention needs. For example, we may retain your data for as long as you maintain an account on our Site so that we may process and deliver your orders. We may also be legally required to hold some types of information to fulfil our statutory obligations. We review our retention periods for personal information on a regular basis. When the relevant processing activity has been completed, we may destroy your data, or alternatively anonymize the data in such a way that you are not personally identifiable, either directly or indirectly.

1. **Questions, Comments, or Complaints**

If you have questions or comments about this Policy, or if you are not completely satisfied with this Policy or its application by us, we invite you to convey your concerns or suggestions to us at help@ideablock.io.We will reply as quickly as possible and inform you of the steps, if any, that have been or will be taken in order to address your concern or implement the suggestion.

1. **Updates and Changes to this Policy**

This Policy is effective from April 14, 2019. We may update this Policy from time to time. If we do, we’ll let you know about any material changes, either by notifying you on the Site or by sending you an email. Any updates to this Policy will not apply retroactively. If you keep using our Site or Services after a change, that means you accept this Policy.

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