This privacy policy tells you how we use personal information collected at this site. Please read this privacy policy before using the site or submitting any personal information. By using the site, you are accepting the practices described in this privacy policy. These practices may be changed, but any changes will be posted and changes will only apply to activities and information on a going forward, not retroactive basis. You are encouraged to review the privacy policy whenever you visit the site to make sure that you understand how any personal information you provide will be used.

**Note: the privacy practices set forth in this privacy policy are for this web site only. If you link to other web sites, please review the privacy policies posted at those sites.**

**Collection of Information**

We collect personally identifiable information, like names, postal addresses, email addresses, etc., when voluntarily submitted by our visitors. The information you provide is used to fulfill your specific request and/or conduct the services provided by this web site. This information is only used to fulfill your specific request, unless you give us permission to use it in another manner, for example to add you to one of our mailing lists.

Any data we request that is not required will be specified as voluntary or optional.

When ordering or registering on this web site, as appropriate, you may be asked to enter your: name, email address, mailing address, phone numbers or credit card information. You may, however, visit our site anonymously.

**How Rooteconomy Uses Information**

Rooteconomy may use personally identifiable information collected through the Site for the specific purposes for which the information was collected, to process Orders made via the Site, to contact Users regarding Content, products and services offered by Rooteconomy, and otherwise to enhance Users' experience with Rooteconomy. Rooteconomy may also use information collected through the Site for research regarding the effectiveness of the Site and the business planning, marketing, advertising and sales efforts of Rooteconomy, its trusted affiliates, independent contractors and business partners. Information collected from you may also be used to ensure compliance with certain terms and conditions and agreements entered between you and Rooteconomy as well as to prevent unauthorized use or disclosure of Content downloaded or otherwise accessed via the Site.

Rooteconomy will communicate with you through email and notices posted on this Site. These may include a series of welcome emails which help inform new Users about various features of the Site, emails and confirmations regarding actions taken by you on the Site or Orders placed by you through the Site, and notices relating to the proper functioning of the Site or your account. Rooteconomy may use your personal information to send you promotional information relating to the Content, products and services offered by third parties that Rooteconomy feels may be of interest to you. The personal information you provide will allow us to alert you to new developments, new products, features and enhancements; special offers; upgrade opportunities; and surveys, contests and events of interest. We strive to limit use of the information you provide to those offers that we think you would appreciate receiving. To opt out of further communications from a marketing partner or sponsor with whom your information has been shared, please contact that partner directly. We may send Rooteconomy emails that may contain information regarding third-party products or services; however, this doesn't mean that we've traded your personal information to any party.

**Cookie/Tracking Technology**

This web site may use cookie and tracking technology depending on the features offered. Cookie and tracking technology are useful for gathering information such as browser type and operating system, tracking the number of visitors to this web site, and understanding how visitors use this web site. Cookies can also help customize this site for visitors. Personal information cannot be collected via cookies and other tracking technology, however, if you previously provided personally identifiable information, cookies may be tied to such information. Aggregate cookie and tracking information may be shared with third parties.

**DoubleClick DART Cookie**

Google, as a third party vendor, uses cookies to serve ads on www.rooteconomy.com.

Google's use of the DART cookie enables it to serve ads to users based on their visit to  www.rooteconomy.comand other sites on the Internet.

Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at the following URL -<http://www.google.com/privacy_ads.html>

Some of our advertising partners may use cookies and web beacons on our site. Our advertising partners include ....

Google Adsense

These third-party ad servers or ad networks use technology to semd advertisements and links that appear on www.rooteconomy.com directly to your browsers. They automatically receive your IP address when this occurs. Other technologies ( such as cookies, JavaScript, or Web Beacons ) may also be used by the third-party ad networks to measure the effectiveness of their advertisements and / or to personalize the advertising content that you see.

rooteconomy.com has no access to or control over these cookies that are used by third-party advertisers.

You should consult the respective privacy policies of these third-party ad servers for more detailed information on their practices as well as for instructions about how to opt-out of certain practices. www.requesteffect.com's privacy policy does not apply to, and we cannot control the activities of, such other advertisers or web sites.

If you wish to disable cookies, you may do so through your individual browser options. More detailed information about cookie management with specific web browsers can be found at the browsers' respective websites.

**Log Files**

Like many other Web sites, rooteconomy.com makes use of log files. The information inside the log files includes internet protocol ( IP ) addresses, type of browser, Internet Service Provider ( ISP ), date/time stamp, referring/exit pages, and number of clicks to analyze trends, administer the site, track user’s movement around the site, and gather demographic information. IP addresses, and other such information are not linked to any information that is personally identifiable.

**Distribution of Information**

Rooteconomy may disclose personally identifiable information collected from Users to its parent, subsidiary and other related companies, trusted affiliates, independent contractors and business partners who will use the information for the purposes outlined above, as necessary to provide the services offered by the Site and the Site itself, and for the specific purposes for which the information was collected. We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when: (1) permitted or required by law; or, (2) trying to protect against or prevent actual or potential fraud or unauthorized transactions; or, (3) investigating fraud which has already taken place. Rooteconomy may disclose personally identifiable information at the request of law enforcement or governmental agencies or in response to subpoenas, court orders or other legal process, to establish, protect or exercise Rooteconomy's legal or other rights, to defend against a legal claim or as otherwise allowed by law. Rooteconomy may disclose personally identifiable information in order to protect the rights, property or safety of a User or any other person. Rooteconomy may disclose personally identifiable information to investigate or prevent a violation by User of any contractual or other relationship with Rooteconomy or where Rooteconomy has a good faith belief that access, preservation or disclosure of such information is reasonably necessary to protect the rights, property or safety of Rooteconomy, its users or the public or the perpetration of any illegal or harmful activity. The information is not provided to these companies for marketing purposes. However, non personally identifiable visitor information may be provided to other parties for marketing, advertising and other uses. Rooteconomy may disclose or transfer personally identifiable information collected from Users in connection with or in contemplation of a sale of its assets or business or a merger, consolidation or other reorganization of its business.

**Personal Information Provided as Part of User Content**

If a User includes such User's personally identifiable information as part of the User Content that such User posts to the Site, such information may be made available to any parties using the Site and/or such User Content. Rooteconomy does not edit or otherwise remove such information from User Content before it is posted on the Site. If a User does not wish to have such User's personally identifiable information made available in this manner, such User must remove any such information from the User Content before posting. User contact information (which may include, without limitation, a User's username and email address) may be included with any User Content that a User posts via the Site. Rooteconomy is not liable for any damages caused or incurred due to personally identifiable information made available in the foregoing manners.

**Commitment to Data Security**

Your personally identifiable information is kept secure. Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information. All emails and newsletters from this site allow you to opt out of further mailings.

**How we protect your information**

We implement a variety of security measures to maintain the safety of your personal information when you submit a request, place and order or access your personal information. However, no security measures are perfect or impenetrable, and Rooteconomy cannot guarantee that the information submitted to, maintained on or transmitted from its systems will be completely secure. Rooteconomy is not responsible for the circumvention of any privacy settings or security measures contained on the Site by any Users or third parties.

These security measures include: password protected directories and databases to safeguard your information or SSL (Secure Sockets Layered) technology to ensure that your information is fully encrypted and sent across the internet securely.

We offer the use of a secure server. All supplied sensitive information is sent via a Secure Socket Layer (SSL) technology to ensure that your information is fully encrypted into our Payment gateway providers database only to be accessible by those authorized with special access right to such systems, and are required to keep information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers.

**Updating Personal Information; Opt-Out**

If your personally identifiable information changes, Rooteconomy will endeavor to provide a way to correct, update and/or remove your previously provided personal data. This can be done by emailing a request to Rooteconomy at service@rooteconomy.com. When you sign up for our updates or receive e-mail messages from Rooteconomy.com, you will always be given the chance to opt-out of special offers and site updates. You may change your preferences at any time and will only be contacted in manners consistent with your stated preferences. All retained personally identifiable information will continue to be subject to the terms of the Privacy Policy to which you have previously agreed.

**California Online Privacy Protection Act Compliance**

We value your privacy and have taken the necessary precaution to be in compliance with the California online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

All users may make any changes to their information at any time by logging in and changing their account information.

**Childrens Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. This web site, products and services are all directed toward people who are at least 13 years old or older.

**CAN-SPAM Compliance**

We have taken the necessary steps to ensure that we are compliant with the CAN-SPAM Act of 2003 by never sending out misleading information.

**Your Consent**

By using this web site, you agree to our Privacy Policy.

**Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page, send an email notification of any changes and/or update the Privacy Policy modification date below. Policy changes will apply only to information collected after the date of the change.

**3/1/2015**

**Privacy Contact Information**

If you have any questions, concerns, or comments about our privacy policy you may contact us using our contact form.