

Mind Freedom Privacy Policy

Last updated: January 28, 2021

This Privacy Policy describes how Mind Freedom (“we” or “us”) collects, uses, and shares your personal information when you use our website <https://mind-freedom.com> (the “Site”).

Topics:

- Personal information we collect
- How we use your personal information
- How we share your personal information
- How we store your data
- Email marketing
- Behavioral advertising
- Your data protection rights
- Third party websites
- Changes
- Contact Us

Personal information we collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as “Device Information”.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

We use Device Information for:

- **Functionality:** To recognize you on our website and recognize your previously selected preferences, including your preferred language and your location.

- Advertising: To collect information about your visit, the content you viewed, the links you followed, and information about your web browser, device, and IP address. We sometimes share limited aspects of this data with third parties for advertising purposes.

You can set your browser not to accept cookies, and the website above tells you how to remove cookies from your browser. Some of our website features may not function if you disable cookies. Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

We also collect data you provide to us directly. We refer to the data you provide as "Provided Information." We collect and process data you provide when you:

- Register online or place an order for any of our products or services
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email
- Use a contact form on the website

The Provided Information we collect may include:

- Personal identification information (name, email address, phone number, etc.)
- Billing information (billing address, shipping address, payment information, including credit card numbers, etc.)

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Provided Information.

How we use your Personal Information

We use the Provided Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, delivering products, and providing you with invoices and/or order confirmations). Additionally, we use Provided Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

How we share your Personal Information

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our visitors use the Site - you can read more about how Google uses your Personal

Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: [https://tools.google.com/dlpage/gaoptout.](https://tools.google.com/dlpage/gaoptout)]

The types of third parties with whom we might share elements of your Personal Information include:

- Payment processors engaged by us to securely store and handle payments information, such as credit or debit card information
- Providers of email management and distribution tools
- Providers of security and fraud prevention tools and services,
- Providers of data aggregation and analytics software services that allow us to effectively monitor and optimize our site

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

How we store your data

We securely store your data in the database on the website and in an off-site database.

We use commercially reasonable security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of information stored on our servers. Of course, no computer network or data transmission on the internet can be guaranteed to be 100% secure and so you submit your information at your own risk.

We will maintain your Personal Information for our records unless and until you ask us to delete this information.

Email Marketing

If you make a purchase on this Site and/or opt in to receive emails, you agree to receive email communications from this site, including but not limited to newsletters, site updates, promotions, and other announcements and correspondence. We are not responsible for the receipt of any such emails. You are responsible for ensuring that our email address(es) are not blocked or forwarded to your spam folder.

You have the right at any time to stop us from contacting you for marketing purposes. If you opt to unsubscribe from receiving emails, you understand that you may no longer receive information or updates from this Site, including promotions.

Behavioral advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more

information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing:
<https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at <http://optout.aboutads.info/>.

Your data protection rights

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. Under certain conditions, you may also have the right to restrict or object to our processing of your data, and to request that we transfer your Personal Information to another organization. If you would like to exercise any of these rights, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Please note that your information will be transferred outside of Europe, including to Canada and the United States.

Third Party Websites

Our privacy policy applies only to our website. We are not responsible for the data collection, privacy practices or policies of any third-party site to which we may provide a link or that may link to our site. We encourage you to read the privacy statement and terms of use of other sites.

Changes

We may update this privacy policy from time to time to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Complaints

Please contact us if you have any complaints about how we use your Personal Information so we can resolve the issue whenever possible. Residents of the European Union also have the right to lodge a complaint with your local data protection regulator, such as the Information Commissioner's Office in the UK.

Contact us

For more information about our privacy practices, if you have questions, or if you would like to exercise your data protection rights, please do not hesitate to contact us.

Email us: info@mind-freedom.com

Cookie Declaration

This website uses cookies. We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Cookies are small text files that can be used by websites to make a user's experience more efficient.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

Please state your consent ID and date when you contact us regarding your consent.

Your consent applies to the following domains: mind-freedom.com

Cookie declaration last updated on 1/29/21 by [Cookiebot](#):

Necessary (9)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiry	Type
[SessionID#27]	Paypal	Pending	3 years	HTTP Cookie
__paypal_storage	Paypal	Used in context with the PayPal payment-function on the website. The cookie is necessary for making a safe transaction through PayPal.	Persistent	HTML Local Storage
__stripe_mid	Stripe	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.	1 year	HTTP Cookie

__stripe_sid	Stripe	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.	1 day	HTTP Cookie
CookieConsent	Cookiebot	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
l7_az	Paypal	This cookie is necessary for the PayPal login-function on the website.	1 day	HTTP Cookie
m	m.stripe.com	Determines the device used to access the website. This allows the website to be formatted accordingly.	2 years	HTTP Cookie

ts	Paypal	Used in context with the PayPal payment-function on the website. The cookie is necessary for making a safe transaction through PayPal.	Session	Pixel Tracker
ts_c	Paypal	Used in context with the PayPal payment-function on the website. The cookie is necessary for making a safe transaction through PayPal.	3 years	HTTP Cookie

Marketing (10)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiry	Type
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IDE	Google	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year	HTTP Cookie
test_cookie	Google	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie
VISITOR_INFO1_LIVE	YouTube	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP Cookie
YSC	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie

yt-remote-cast-in stalled	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-connected-devices	YouTube	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-device-id	YouTube	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-fast-check-period	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-app	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-name	YouTube	Stores the user's video player preferences using	Session	HTML Local Storage

embedded
YouTube video
