

# The Cleaner Earth Project Privacy Notice

## Scope

This Privacy Notice applies to information, including personal information, collected about you by CEP (The Cleaner Earth Project and its affiliated companies and subsidiaries).

Some Cleaner Earth Project Web Sites may contain links to non-CEP sites. We are not responsible for the privacy policies of those sites. We recommend you review the privacy policies of each site you visit.

## Information We Collect

We collect information about you from a variety of sources, including:

- Information we collect from you directly.
- Information we collect about you when you visit our site, use our services, or view our online advertisements.
- Information we collect about you from other sources, such as commercially available sources.

All the information we collect about you may be combined to help us tailor our communications to you and to develop products and services.

## How We Use This Information

We use the information we collect to provide the products and services you request, to tell you about other products and services offered by CEP, and to manage our sites and services.

## Information Sharing

The success of our initiative depends on your trust, and we do not sell your personal information to marketers outside of CEP. We share your personal information only as described below and within CEP.

In general, we do not share personal information with marketers outside of CEP unless we have clearly asked for and obtained your explicit consent.

**Third-party service providers.** We rely on third-party service providers to perform a variety of services on our behalf. In so doing, we may need to share your personal information with them. Please note that we provide our service providers with only the personal information they need to perform their services and we require that they protect this information and not use it for any other purpose.

For example, we may rely on a service provider to:

- Fulfill your product and service requests and answer your questions.
- Host our sites and deliver our email and mobile messages.
- Analyze data, sometimes combined with other sources, to send more targeted communications to you.
- Conduct research and analyze data to improve our products, services and sites.

In addition, where permitted by law, we may also rely on a service provider to:

- Combine personal information about you that CEP has collected with personal information about you that our business partner has collected so we can jointly send tailored promotional communications to you. In such instances, our business partner will not have direct access to any information we share

about you with the service provider, and only the service provider will be allowed to use the combined set of information to send you joint communications that we hope will be of interest to you. If you prefer not to receive these joint communications, you can always opt out by following the instructions provided in any such communication or through this Privacy Statement as indicated above

- Perform other services that we request.

We provide these companies with the personal information they need to provide these services on our behalf. We require these companies to protect this personal information and to not use the information for any other purpose.

**Other situations.** We may disclose your personal information:

- If a CEP brand is sold to another company.
- Where permitted by law, to protect and defend the rights and property of CEP (including enforcing our Terms and Conditions).
- And when required by law, and/or public authorities.

Aggregated and non-personal information. We may share aggregated information that cannot identify you for general business analysis. For example, we may disclose the number of visitors to CEP sites or services.

## **User Generated Content**

Some CEP Sites enable users to submit their own content for contests, blogs, videos, and other functions. Please remember that any information you disclose becomes public information and you should exercise caution when deciding to disclose your personal, financial or other information in a submission. CEP cannot prevent such information from being used in a manner that may violate this Privacy Statement, the law, or your personal privacy and safety and is not responsible for the results of such postings.

## **Information Security**

We are committed to keeping personal information secure. We have appropriate technical, administrative and physical procedures in place to protect personal information from loss, misuse or alteration.

We limit access to personal information to those who have a business need. We keep personal information only for a reasonably needed amount of time.

When we provide your personal information to our third party service providers we require those companies to protect the information and to not use the information for any other purpose.

When we collect or transmit sensitive information such as a credit card number, we use industry standard methods to protect that information.

## **Children's Online Privacy**

We believe it is important to provide added protection for children online. We encourage parents and guardians to spend time online with their children to participate in and monitor their online activity.

We do not intend to collect personal information from children under 13 online, except on some sites specifically directed to children.

When we do collect personal information from children, we do so in compliance with applicable country children's data protection laws.

U.S. sites that collect information from children under the age of 13 are covered by a privacy statement that meets the requirements of the U.S. Children's Online Privacy Protection Act.

## **Contact Us**

If you have questions regarding your privacy, please contact CEP directly:

The Cleaner Earth Project  
1185 Bayshore Drive  
Englewood, Florida 34223

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy.

## **Changes to this Privacy Statement**

We will post changes to this Privacy Statement and update the effective date when this Privacy Statement is updated. If we make any material changes to this Privacy Statement, we will notify you by posting notice of the changes on this site.