

Privacy Policy

The website located at <https://burgess-marketing.com/> (the “**Site**”) is owned by Burgess Strategic Marketing Services (the “**Company**” or “**our**” or “**we**”). This Privacy Policy describes the types of information we collect on and through the Site, how we use such information and to whom and under what circumstances we may disclose it. This Privacy Policy applies to the Site and any other personal information obtained when you call, e-mail, or otherwise communicate with the Company. By accessing the Site on any computer, mobile phone, tablet, or other device (collectively, “**Device**”) or otherwise interacting with the Company, you agree that you are subject to the terms of this Privacy Policy. If you do not agree with any part of the Policy, please do not use the Site. We may modify this Privacy Policy at any time, and will post the current version on the Site. We encourage you to review our Privacy Policy periodically to stay informed about how we are using the information we collect.

Protecting your privacy

We collect the following personal information from you when you use this website:

- 1) Name
- 2) Title
- 3) Company or organization name
- 4) E-mail address
- 5) Telephone number
- 6) Preferred method of contacting you
- 7) Preferred time of day for contacting you
- 8) Any additional information you choose to submit to us via our “Contact Us” page

Information we collect automatically

When you visit the Site, we may collect certain nonpersonal information from you, including your Internet Protocol (IP) address, MAC address, browser type, operating system, Device-identifying information, the specific web pages visited immediately preceding your connection, and the domain name from which you accessed the Site. In addition, we may collect information about your browsing behavior, such as the date and time you visit the Site, the areas or pages of the Site that you visit, the amount of time you spend viewing the Site, the number of times you return to the Site and other clickstream data. We also may use nonpersonal or aggregated information for statistical analysis, research, and other internal purposes.

Cookie policy

A cookie is a small data text file, which is stored on the hard drive of your Device. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier, a website’s domain name, and some digits and numbers. Cookies cannot be used to run programs or to deliver viruses to your device. At no time will our cookies collect your personal information.



When you visit our Site, we may store certain types of persistent cookies on your Device in order to authorize access to our private content and to facilitate and to customize your use of our Site. A persistent cookie remembers information, settings, preferences, or sign-on credentials that the user has saved previously.

Essential cookies

Essential cookies allow us to offer you the best possible experience when accessing and navigating through our Site and using its features. For example, these cookies let us recognize that you have created an account and have logged into that account.

Functionality cookies

Functionality cookies let us operate the Site in accordance with the choices you make. For example, we will recognize your username and remember the choices that you made to your account during future visits.

Analytical cookies

These cookies enable us and third-party service providers to collect aggregated data for statistical purposes on how our visitors use our Site. These cookies *do not* contain or collect personal information and are used merely to help us improve your user experience of the Site.

Once you leave our Site, our persistent cookies remain on your hard drive, although some expire after six months or one year. This helps to provide a convenient and faster Site experience.

In addition, we may use cookies to:

- 1) allow you to use the Site without having to reenter your username and password (if applicable);
- 2) enhance or personalize your Site usage and experience;
- 3) monitor Site usage;
- 4) manage the Site; and
- 5) improve the Site and our products and services.

If you choose, you can set your browser to reject cookies, or you manually can delete individual cookies or all of the cookies on your computer by following your browser's help file directions. However, if your browser is set to reject cookies or you manually delete cookies, you may have some trouble accessing and using some of the pages and features that are currently on our Site, or that we may put on our Site in the future. Note that browser-management tools for cookies are outside of our control and that we cannot guarantee their effectiveness. We may combine the information we collect through cookies, web beacons, or other technology tools with other information we have collected from you or information from other sources.

The reasons we collect your information

We collect this information for the following reasons:

- 1) to reply to your e-mail communications sent to us;
- 2) to continue corresponding with you in the event that you have an ongoing interest in our services or our blog postings;
- 3) to enable Google Analytics to collect traffic data so that we can refresh our website's content to hold your interest;
- 4) to make sure that you are a real person, not a robot; and
- 5) to meet our legal obligations.

We may disclose information collected from and about you to respond to legal process (such as a search warrant, subpoena or court order) and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law.

How we protect your information

To protect your privacy:

- 1) We will not sell or release any personally identifiable information that you give us via this website to any third party without your knowledge and consent, except as required by law.
- 2) Your communications with us via this website are protected by an encrypted connection called a Secure Sockets Layer (SSL certification). This keeps unauthorized persons from collecting your plain text messages sent to us over the Internet.
- 3) We maintain up-to-date antivirus protection via Trend Micro to keep our communications with you from infecting any Device that you use to correspond with us.
- 4) Our website host, IGD Solutions Corporation of Clarkston, Michigan, uses a server that collects only the information needed to log each visitor, such as the date, time and Internet Protocol (IP) address.
- 5) If we decide to store information that you send to us via this website for future reference, we will take precautions to protect it from unauthorized access, duplication, modification, use and disclosure.

Even though we follow commercially reasonable procedures to try to protect your information in our possession, no security system is perfectly secure; and we cannot guarantee, and you should not expect, that your information will be secure in all circumstances.

Retention of personal information

We will keep your personal information while we are providing services to you. Thereafter, we will keep your personal information for as long as is necessary:

- to respond to any questions, complaints or claims made by you or on your behalf;
- to show that we treated you fairly; or
- to keep records required by law.



We will not retain your personal information for longer than necessary for the purposes set out in this Policy. Please note that different retention periods apply for different types of personal information.

Once it is no longer necessary to retain your personal information, we will delete or anonymize it.

Children

The Site is not directed to children (anyone under 13 years of age), nor do we knowingly solicit or collect any personal information from children without verifiable parental consent. If we discover that we have received any personal information from a child, we will investigate promptly and then delete such information from our system if warranted. If you are a parent or a legal guardian of a child and you become aware that your child has provided us with personal information, please contact us promptly. Parents and legal guardians always have the right to inspect any information that we may have collected inadvertently from their child, and have the right to have us delete it.

General information

This Site may include links to other websites not owned by Burgess Strategic Marketing Services. You hold Burgess Strategic Marketing Services, Burgess Editorial Services and owner Sandra J. Burgess harmless and immune from liability in the event that your use of these other websites causes damage to you or to any Device that you use to view them.

Burgess Strategic Marketing Services owns the copyright to this website. Thank you for not selling any of its copyrighted content to any third party, not modifying it and not using it for any commercial purpose without our consent.

We strive to keep the information shared in our blog posts accurate and current. However, these postings provide information of a general nature and may not apply to your particular circumstances. You hold Burgess Strategic Marketing Services, Burgess Editorial Services and owner Sandra J. Burgess harmless and immune from liability in the event that you choose to take actions based on any information and recommendations included in our blog posts.

By continuing to use this website, you thereby agree with our Privacy Policy and accept all of its terms.

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