

Eliot Dalton, Inc. Privacy Policy

Our goal is to serve future and current innkeepers professionally. We do not sell or share your personal information with third parties. It is a reality that we use digital technology to be effective in our marketplace. Your privacy is important to us! We want you know how your information is handled on eliotdalton.com.

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase (enroll in a workshop) on eliotdalton.com (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, time zone and IP address. However, we do not collect your full IP address. Therefore, the data we collect can't be tied back to you, protecting your privacy. Additionally, as you browse the Site, we collect information about the individual web pages 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 Google Analytics.

Additionally, if you make a purchase or attempt to make a purchase (enroll in an innkeeping workshop) through the Site, we collect certain information from you, including your name, address, email address, and phone number. We refer to this information as "Order Information."

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

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site. Additionally, we use this Order Information to:

Communicate with you;

When in line with the preferences you have shared with us, provide you with information or advertising (our newsletter) relating to our products or services.

We use the Device Information that we collect to help us improve and optimize our Site (By generating analytics about how our customers browse and interact with the Site).

SHARING YOUR PERSONAL INFORMATION

We DO NOT SHARE your Personal Information with third parties. Visitors leave our Site to make payment in our online store (innkeeping workshop enrollments) via PayPal. You can read PayPal's privacy policy here: <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>. We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>.

Finally, 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.

YOUR 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. If you would like to exercise this right, please contact us through the contact information below.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

CHANGES

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

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at eliot@eliotdalton.com or by mail using the details provided below:

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