

## **'Adventures of Biker Jack' Mobile App Privacy Policy**

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### **What personal information do we collect from the people that visit our blog, website or app?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address or other details to help you with your experience.

### **When do we collect information?**

We collect information from you when you subscribe to the competitions or enter information on our site.

### **How do we use your information?**

We may use the information we collect from you when you register, sign up for our competitions, respond to a survey or marketing communication, or use certain other site features in the following ways:

- To administer a contest, promotion, survey or other site feature.
- To send periodic emails regarding your order or other products and services.
- To follow up with them after correspondence regarding the competitions.

### **How do we protect your information?**

We do not use vulnerability scanning and/or scanning to PCI standards.

We only provide articles and information. We never ask for credit card numbers.

We use regular Malware Scanning.

We do not use an SSL certificate

- We only provide articles and information. We never ask for personal credit card numbers.

### **Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. We only use cookies for the users own information, which is only accessed by the user.

### **We use cookies to:**

- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

If you turn cookies off, Some of the features that make your site experience more efficient may not function properly. It won't affect the user's experience that make your site experience more efficient and may not function properly.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

### **Third-party links**

We do not use third-party links.

### **Google**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have not enabled Google AdSense on our site but we may do so in the future.

### **According to CalOPPA, we agree to the following:**

Users can visit our site anonymously.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

Can change your personal information:

- By chatting with us or by sending us an email to [kevin.wilcox@staffordshire.gov.uk](mailto:kevin.wilcox@staffordshire.gov.uk).

### **Does our site allow third-party behavioral tracking?**

It's also important to note that we do not allow third-party behavioural tracking

### **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

### **CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

### **We collect your email address in order to:**

- Provide information on our competitions.
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

### **To be in accordance with CANSPAM, we agree to the following:**

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

**If at any time you would like to unsubscribe from receiving future emails, you can email us at**

- [roadsafety@staffordshire.gov.uk](mailto:roadsafety@staffordshire.gov.uk)

and we will promptly remove you from **ALL** correspondence.

## **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

Adventures of Biker Jack  
Road Safety Unit  
Staffordshire County Council  
07855 336922

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