

# Privacy Policy

January 2020

This website is operated by Ideal Growth Marketing on behalf of Salt Creek Doodles.

Protecting your privacy while you visit our site is of utmost importance for us. Please read below what happens with your data during and after browsing our site. Welcome to our site ("Site"). Ideal Growth Marketing knows how our clients and visitors like you value your privacy, and we have created this privacy policy to ensure that you understand our policies and procedures, what personally identifiable information you may be asked to provide if you wish to use the Site and, ultimately, just how we use such personally identifiable information. This policy applies only to the web sites affiliated with Ideal Growth Marketing. If you do not agree with this policy, then you should not use the Site.

## Personal Identifiable Information Collected by Ideal Growth Marketing

Ideal Growth Marketing may collect and store personally identifiable information about you if you voluntarily submit such information to Ideal Growth Marketing.

Personal identifiable information may include your name, email address, physical address, telephone number, IP address (a unique identifier for your computer or other device), Mobile device ID, Information provided by you in relation to submitting a puppy reservation to us (this may include sensitive personal information) and other information that specifically identifies you.

## How We Use Your Personal Identifiable Information

Ideal Growth Marketing will only use your personally identifiable information as described in this policy.

We are also required by law to state a "legal basis for processing", i.e. to tell you on what grounds we are allowed to use your information, and this is also set out below:

# How We Use Your Personal Information

To provide you with information that you have requested e.g. a reservation invoice, new and upcoming litters, we will also send further communications when we feel this is of interest to you or relevant to your original enquiry.

To respond to specific queries you may raise regarding Ideal Growth Marketing's affiliate websites.

To provide you with better ways of accessing information from this website.

To process and consider your puppy reservation.

## Our Legal Basis for Processing

Our legitimate interests – we only use your personal information for this purpose if you have asked us to do so.

Our legitimate interests – we use your personal information to help us to deliver the best online experience to you and other website users.

Our legitimate interests – we use your personal information to assess your puppy reservation, and to keep you updated on our reservation listing and/or our upcoming puppy litters.

For how we use your information that is collected using cookies and similar technologies please see the "Cookies" page

## Do we pass your information to third parties?

Ideal Growth Marketing may use the personally identifiable information we collect to contact you about our products and services. Except for the parties described below, we do not sell or share your personal identifiable information with third parties without your consent.

We may share your personally identifiable information with companies that are affiliates of Ideal Growth Marketing, technical consultants and other third

parties who help us process your personal information for the purposes set out in this policy or who make our Site available, enhance its functionality, or provide associated services (but only for the purpose of providing such services to Ideal Growth Marketing). Information obtained in connection with the Site may be intermingled with and used by us in conjunction with information obtained through sources other than the Site, including both offline and online sources.

We may disclose your personal information if we or any of our assets are the subject of a sale or similar corporate transaction. We will ensure that the third parties who receive your personal information are required to keep it confidential.

We may disclose personal information to third parties when we reasonably believe we are required by law, and in order to investigate, prevent, or take action regarding suspected or actual unlawful or otherwise prohibited activities, including, but not limited to, fraud.

## How do we use your information for marketing?

We will add your first and last name on our specific dog breed page as a placeholder for a reservation.

## How long do we keep your information?

We will keep your information for a period of maximum 1 year beyond our last communication.

## Cookies

What are cookies?

We may use information obtained from cookies or similar technology. Cookies are text files containing small amounts of information which we download onto your computer or device when you visit our website. Therefore, when we refer to "you" in this section we mean your computer. We can recognize these cookies on subsequent visits and they allow us to remember you.

Cookies come in many forms. We have set out below the main types and categories of cookies that are used. This section refers to all types and categories of cookies and not just those we use on our website.

First and third-party cookies - whether a cookie is first-party or third-party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user, the website displayed in the URL window e.g. [www.idealgrowthmarketing.com](http://www.idealgrowthmarketing.com). Third-Party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website this would be a third-party cookie.

Persistent cookies – these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookie – these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

What do we use cookies for?

Cookies fall into one or more of the categories set out below. This website uses cookies that fall into all the categories. Also, we use data from targeting cookies placed on your computer by third parties when you have visited other websites.

1. Strictly necessary cookies – These cookies enable services you have specifically asked for.

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies certain services, you have asked for cannot be provided.

2. Performance cookies – These cookies collect information on the pages visited.

These cookies collect information about how users use a website, for instance which pages users go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. They are only used to improve how the website works.

3. Functionality cookies – These cookies remember choices you make to improve your experience.

If you want to delete any cookies that may already be on your computer or device, please refer to the instructions for your file management software to locate the file or directory that stores cookies. If you want to stop cookies being stored on your computer in future, please refer to your browser manufacturer’s instructions by clicking “Help” in your browser menu. Further information on cookies is available at [www.allaboutcookies.org](http://www.allaboutcookies.org). By deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our website.

## Third Party Websites

Our website links to third party sites which we do not operate or endorse. These websites may use cookies and collect your personal information in accordance with their own privacy policies. This privacy policy does not apply to third party websites and we are not responsible for third party websites.

## How do we protect your information?

We take appropriate measures to ensure that your personal information disclosed to us is kept secure, accurate and up to date and kept only for so long as is necessary for the purposes for which it is used.

## Under 13 year olds

This web site is not intended or designed to attract children under the age of 13. We do not knowingly collect personal information from or about any person under the age of 13. If you are under 13 years old and wish to ask a question or use this site in any way which requires you to submit your personal information, please get your parent or guardian to do so on your behalf.

## Your rights

You are entitled to ask:

1. for a copy of the personal information we hold about you, and details about how we are processing your personal information.

2. to have any inaccuracies in your personal information corrected.
3. if we are processing your personal information by automated means and on the basis of your consent (see “How do we use it?”, above), for us to provide your personal information to you in a structured, commonly-used and machine-readable format. You can also ask us to provide your personal information directly to a third party in this format, and, if technically feasible, we will do so; and
4. to have your personal information erased, or for our use of it to be restricted (for example, if your preferences change, or if you don’t want us to send you the information you have requested).
5. Please contact us using the details set out below if you would like to exercise any of these rights.

You also have the right to make a complaint to the Illinois State Attorney General if you’re not happy with how we’ve handled your personal information.

## How to contact us

If you wish to exercise any of your rights in relation to your personal information or if you have any queries about how we use your personal information, please let us know by contacting us at the following address:

Ideal Growth Marketing  
PO Box 314  
Mount Eaton Ohio 44659

Or our email: [idealgrowthmarketing@gmail.com](mailto:idealgrowthmarketing@gmail.com)

## Changes to this privacy policy

We review this privacy policy on a regular basis to ensure that it is up-to-date with our use of your personal information, and compliant with applicable data protection laws.

We reserve the right, at our discretion, to revise this privacy policy at any time. The updated privacy policy will be posted on our website. You are encouraged to review this privacy policy from time to time.