

## PRIVACY NOTICE

This site is owned and operated by Michael P. McGrath (hereinafter referred to as LSD36.COM). Your privacy on the Internet is of the utmost importance to me. At LSD36.COM, I want to make your experience online satisfying and safe.

Because I might gather certain types of information about my users, I feel you should fully understand the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information I may gather and how I may use it.

### **INFORMATION LSD36.COM GATHERS AND TRACKS**

LSD36.COM gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to shop in our online store, receive electronic newsletters, and for participation in polls and surveys.
- Information LSD36.COM gathers through aggregated tracking information derived by tallying page views throughout this site. This information allows LSD36.COM to better tailor content to readers' needs and to help future advertisers and sponsors better understand the demographics of the website audience. Because LSD36.COM may seek revenue from these advertisers and sponsors, providing such aggregated demographic data shall be essential. Under no circumstances does LSD36.COM divulge any information about an individual user to a third party.

LSD36.COM Gathers User Information in The Following Processes:

#### **1. Optional Voluntary Information**

LSD36.COM offers the following free services, which require some type of voluntary submission of personal information by users:

##### A. Online Store

LSD36.COM uses a third-party vendor, Ecwid, to operate the online store. Ecwid will require certain personal information to process your order: name, payment information, billing address, shipping address, email address, and phone number. None of this information is available to LSD36.COM.

##### B. Electronic Newsletters (Dispatches)

LSD36.COM shall offer a free electronic newsletter to users. LSD36.COM gathers the email addresses of users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points users to the subscription management page.

### C. Polling

LSD36.COM may offer interactive polls to users so they can easily share their opinions with LSD36.COM or other users and see what the LSD36.COM audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. LSD36.COM may use a system to "tag" users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users.

### D. Surveys

LSD36.COM may occasionally conduct user surveys to better understand the opinions of the LSD36.COM audience. LSD36.COM may share the aggregated demographic information in these surveys with sponsors, advertisers, and partners. LSD36.COM shall never share any of the information about specific individuals with any third party.

## 2. Usage tracking

LSD36.COM uses tracking information to determine which areas of the website users like and do not like based on traffic to those areas. LSD36.COM does not track what individual users read, but how well each page performs overall. This helps LSD36.COM continue to build a better service for you.

### Cookies

LSD36.COM uses "Google Analytics" to collect information about use of this site. Google Analytics collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve this site. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use (as amended for government websites) and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

Google Analytics employs cookies to define user sessions, which allows for the collection of data about how visitors are using the websites. Google Analytics uses only first-party cookies for data analysis. This means that the cookies are linked to a specific website domain, and Google Analytics will only use that cookie data for statistical analysis related to your browsing behavior on that specific website. According to Google, the data collected cannot be altered or retrieved by services from other domains.

If you choose, you can opt out by turning off cookies in the preferences settings in your web browser.

For more information on Google Analytics, please visit:

- [Google Analytics Terms of Service](#)
- [Google's Privacy & Terms](#)
- [Safeguarding your data](#)

If you visit the LSD36.COM Ship's Store, our third-party vendor, Ecwid, uses cookies to personalize and enhance your shopping experience. Some are technically required. You may opt out of these cookies when using the store, but your shopping experience could be affected.

## **USE OF INFORMATION**

LSD36.COM uses information voluntarily given by users to enhance their experience on this website, whether to provide interactive or personalized elements on the site or to better prepare future content based on the interests of users.

As stated above, LSD36.COM uses information that users voluntarily provide in order to send out electronic newsletters. LSD36.COM may send out newsletters to subscribers on a regular schedule and occasionally send out special editions when LSD36.COM thinks subscribers might be particularly interested in something related to USS Anchorage. LSD36.COM never shares newsletter mailing lists with any third parties, including advertisers, sponsors, or partners.

LSD36.COM uses tracking information to determine which areas of this site users like and do not like based on traffic to those areas. LSD36.COM does not track what individual users read, but rather how well each page performs overall. This helps LSD36.COM continue to build a better service for you. LSD36.COM tracks search terms entered in your Search but does not track which terms a particular user enters.

LSD36.COM creates aggregate reports on user demographics and traffic patterns for future advertisers, sponsors, and partners. This would allow advertisers to advertise more effectively. Because LSD36.COM does not track the usage patterns of individual users, an advertiser or sponsor would never know that a specific user clicked their ad. LSD36.COM shall not disclose any information about an individual user except to comply with applicable law or valid legal process.

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), LSD36.COM shall never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

## **LINKS TO OTHER SITES**

LSD36.COM contains links to other sites that are not operated by LSD36.COM. If you click on a third-party link, you will be directed to that third party's site. We highly advise you to review the

Privacy Policy of every site you visit. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party sites or services.

### **OPT-OUT POLICY**

LSD36.COM gives users options wherever necessary and practical. Such choices include:

- Opting not to register to receive our electronic newsletters.
- Opting not to participate in certain interactive areas completely alleviates the need to gather any personally identifiable information from our users.

### **SECURITY**

LSD36.COM operates secure data networks protected by industry standard firewall and password protection systems when needed. LSD36.COM security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by website users.

### **YOUR CONSENT**

By using this site, you consent to the collection and use of this information by LSD36.COM.

### **CHANGES TO THIS PRIVACY POLICY**

If LSD36.COM decides to change this privacy policy, LSD36.COM shall post those changes on this page so that you are always aware of what information LSD36.COM collects, how it is used, and under what circumstances LSD36.COM shall disclose it. We encourage you to review this Privacy Policy periodically for any changes.

### **CONTACT US**

If you should have any questions or concerns related to this Privacy Notice, contact LSD36.COM by email at [store@lsd36.com](mailto:store@lsd36.com) or by postal mail at: LSD36.COM PO Box 191013 San Diego, CA 92159-1013.

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