



Transforming organizations and people through a focus on strategy and mission achievement.

## Our Privacy Policy

At Strategy Focused Business Solutions Inc. we take protecting your personal information very seriously. When you are visiting us on the web, shopping with us, or providing us with information, we want to ensure that you have a safe and secure experience. To support this goal, we have developed a privacy policy to explain our practices for the collection, use, and disclosure of your personal information.

Please note that all references to “website” in this policy refer to [www.sfo-consulting.com](http://www.sfo-consulting.com).

### What Information Do We Collect?

We collect two types of information: personal information and non-personal information.

**Personal information** is information that identifies an individual or information about an identifiable individual. We may collect personal information such as:

- Your contact information (*e.g. name, postal address, telephone number, email address, and the name of the company you work for*)
- Your transaction information (*e.g. products purchased, method of payment, and total amount paid*)

**Non-personal information** does not identify you as an individual. Examples include:

- Certain non-personal data when you visit our website, such as the types of browser you are using or the referring URL; or
- Summarized customer information in a non-personal, summarized format for statistical and research purposes

You may choose not to provide us with your personal information. However, making this choice means that we may not be able to provide you with the product, service, or information you requested.

### What Information Don't We Collect?

When you make a purchase, we at Strategy Focused Business Solutions Inc. never see your detailed credit card information. All credit card transaction services are provided by our partners: 1shoppingcart and InternetSecure/Elavon. Please see the privacy policies for our partners at:

1shopping cart: <http://www.1shoppingcart.com/shopping-cart-terms-privacy.asp>

InternetSecure/Elavon: <http://www.internetsecure.com/privacy.html>



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## **Our Privacy Policy** *(cont'd)*

### **How is Your Personal Information Used?**

We may use your personal information for a number of different business purposes including:

- To fulfill your specific requests for products, services, or information;
- To provide customer support;
- To conduct surveys to improve our services;
- To measure and improve the effectiveness of our website or our marketing efforts;
- To detect and protect against fraud and errors;
- To track your purchases to better understand your product and service needs;
- To improve and enhance our online content

### **More About the Information We Collect Directly From You**

Here are some additional examples showing you the ways that we collect and use personal information.

**Our website** can be browsed anonymously. However, to engage in certain activities on our website or to purchase products or services from our website, you may be asked to provide certain personal information, such as your name, email address, postal address, or telephone number. We use this information to contact and correspond with you, when required, about your order, respond to your inquiries, and monitor the functions of our website that you choose to use.

### **More About the Information We Collect Automatically**

Here are some additional examples showing you the way we use information that has been collected automatically.

When using **our website**, we may collect the Internet Protocol (IP) address of your computer, the IP address of your Internet Service Provider, the date and time you access our website, the internet address of the website that linked you to our website, the operating system you are using, the sections of our website you visit, the web pages read and images viewed, and the content you download from our website. This information is used for website and system administration purposes and to improve our website.

**Our website uses "cookies"**, a technology that installs a small amount of information on a website user's computer to permit our website to recognize future visits from that computer. The information provided through cookies is used to recognize you as a previous



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## **Our Privacy Policy** *(cont'd)*

user of our website, to track your activity at our website, to respond you your needs, and to make your visit to our website a great experience. You may choose to decline cookies if your browser allows you to, however, doing so may affect your use of our website and your ability to access certain features of our website or to engage in transactions through our website.

### **Links to Other Websites**

Our website contains links to other websites or internet resources that are provided for your convenience and information. When you click on one of these links you are contacting another website or internet resource. Strategy Focused Business Solutions Inc. has no responsibility or liability for, or control over, those other websites or internet resources or their collection, use, and disclosure of your personal information. We strongly suggest that you read the privacy policies of those other websites to learn how they collect and use your personal information.

### **Do We Share Your Information?**

We do not sell or rent our customers' personal information to any other party. At times, we must provide some of your personal information to other service providers to facilitate the delivery of additional products and services. When this is the case, we will clearly tell you that we will be sharing the information, what information we will be sharing, and why we will be sharing it.

### **Legal Disclosure**

We may disclose your information as permitted or required by law. If we have reasonable ground to believe information could be useful to the investigation of improper or unlawful activity, we may disclose information to law enforcement agencies or other appropriate investigating bodies.

### **How Can You Verify Your Information?**

You may contact us to check your information to verify, update, or correct it, and to have obsolete information removed. You may also ask us to change your preferences regarding how we use or disclose your information, or let us know that you do not wish to receive any further communication from us. In these cases, please contact us via e-mail at [sandy@sfo-consulting.com](mailto:sandy@sfo-consulting.com).



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## **Our Privacy Policy** *(cont'd)*

### **When is Your Information Removed?**

We keep your information only as long as we need it for legitimate business purposes and to meet legal requirements. We have retention standards that meet these parameters. We destroy information when it is no longer needed, or we remove your personally identifiable information to render it anonymous.

### **Will this Privacy Policy Change?**

To accommodate for changes in our services, changes in technology, and legal developments, this privacy policy may change at any time without notice to you. We may add, change, or remove any part of the privacy policy when we feel that it is appropriate to do so. We encourage you to review our privacy policy periodically. Each time you submit personal information or use our services you agree to be bound by the then current terms of the privacy policy. Whenever we update the privacy policy, we will change the date in the footer of the privacy policy document to indicate that changes have been made.