

Our Privacy Policy

As used herein, “the Site” refers to the service and network located at WWW.HOWTOCATCHCLUB.COM and its subdomains, mobile version(s), downloadable apps, and any associated applications that are owned and/or operated by Sourcebooks, Inc., and its affiliates (collectively, “us,” “we,” “our,” or “the Company”). By using the Site, you indicate your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, you are not permitted to access the Site and you should not do so.

Our postal address is:
Sourcebooks, LLC
ATTN: How to Catch Club Privacy Matters
1935 Brookdale Rd. Ste. 139
Naperville, IL 60563 USA
We can also be CONTACTED VIA E-MAIL.

Protection of personal data

Sourcebooks, LLC is committed to protecting your personal data, and as such Sourcebooks, LLC has implemented all of the necessary requirements to conform to its obligations to protect your personal data. Here we want to show you how we use your personal data. We only use that information where we have a proper legal basis for doing so.

This privacy policy will give you the information you need to help you understand what information we collect, how we use it, and what choices you have about your personal data.

The data that you input into our Website can only be viewed by the department concerned, which has all of the necessary data confidentiality agreements in place.

How We Collect your Personal Data

Voluntary Information OR where permission is granted to obtain it

We collect personal information when users visit our site as follows:

Voluntary information:

If you sign up for Catch Kids Club or enter a contest on the site, information may be collected from you, including your contact information.

EMAIL

We collect the e-mail addresses of those who communicate with us via e-mail and information volunteered by the consumers, such as survey information or site registrations. When you sign up for our website, you are voluntarily giving us certain information. This may include your name, email, address or phone number, and any other information you provide us. We use email in the following ways:

- To keep our users informed about new releases. We may send updates, newsletters, marketing materials, promotions and other information that may be of interest to you.

- To capture feedback through surveys regarding your experience on the site

POST MAIL

If you supply us with your postal address online, you may receive periodic mailings from us with information on new products and services, or upcoming events.

If you decide to voluntarily provide us with your personal information, the data will be saved in our secure databases where appropriate procedures to protect your personal information are in place.

In accordance with the Law, you have the right to access, request removal of, modify and correct data about yourself. Should you wish to do so, please contact Sourcebooks, LLC by emailing us at howtocatch@sourcebooks.com

Site optimization and Technical information: For each visitor to our website, our Web server automatically recognizes only the consumer's domain name or anonymized internet protocol address, not the e-mail address. We collect only the domain name or anonymized internet protocol address, not the e-mail address of visitors to our website. Our servers automatically record information including information that your browser sends whenever you visit a website or a mobile app. This may use your domain name, your anonymized internet protocol address, the address of the web pages visited, browser type and settings, date and time of the views, and other aggregate information.

We may also collect information about the device you are using, including the type of device, the operating system, device settings and crash data. Whether we collect some or all of this information depends on the type of device and its settings. To learn about the policies associated with your device, please check the policies of your device manufacturer or software provider.

The information we collect is used to improve the content of our website. It is not shared with other organizations for marketing or commercial purposes.

Affiliates, advertisers, partners and other third party services:

The information we collect is used for the following:

- To provide our products to you and help make them better.
- To show you ads you might be interested in. For example, if you purchased a book from us, we may suggest other books we think you might like.
- To respond to questions or comments you may have.

Cookies:

A cookie is a text file that may be registered by your browser software, subject to your acceptance, in a dedicated space on the hard drive of your device (e.g. computer, tablet) when you consult an online service with your browser.

We use cookies to record session information, such as items that consumers add to their shopping carts. This information helps us to better understand the areas of interest for our visitors, with the aim of making improvements for our users. We use data in the following ways:

- To provide you with information about our products and offerings or deliver relevant advertising which may interest you
- To contact you regarding information you may have requested
- To notify you about changes to our website, products or services
- To administer the website and operations. This may include data analysis, research, A/B testing, or troubleshooting purposes
- To understand our visitors through the use of heatmaps, screen recordings, polls and surveys
- To understand the effectiveness of advertising we serve to you and others
- To ensure our website is secure

By continuing to browse the Website, you are agreeing to our use of cookies. You may refuse to accept cookies or choose to be informed before accepting cookies. To do so, we recommend that you read the Help Section of your internet browser to learn the steps that you should take with cookies. If you adjust your browser settings to block all cookies (some of which may be essential) you may not be able to access some or all of our site.

What We Do With Your Personal Data

We keep your information for only as long as we need it to fulfill the purposes as described in this policy. If your information is no longer needed, and it is not required that we maintain it for our legal or regulatory obligations, we will remove it or depersonalize it so that you cannot be identified.

We use the information we collect to provide a better service to you. This information is important to the nature of the services we provide. It allows us to make our services relevant, interesting and personal to your own interests. We use the information to improve our site and our products, improve Sourcebooks, Inc., send you updates and activities or interests, emails regarding updates or notifications.

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future, we will post the policy changes to our website to notify you of these changes and provide you with the ability to opt out of these new uses. If you are concerned about how your information is used, you should check back at our website periodically.

What You Can Do

Sourcebooks, LLC provides services worldwide. By using our site, you authorize us to transfer and store your information outside your home country, including the United States, for the purposes described in this policy. The privacy protections and the rights of authorities to access your information in these countries may not be the same as in your home country. Our goal is to follow the rules not only within the United States, but also through the General Data Protection Regulation (GDPR). Therefore, we strive to make your information as protected as possible, while still providing you with the necessary information to control how we use your information.

Customers may prevent their information from being used for purposes other than those for which it was originally collected by sending us an e-mail using the contact form above or writing us at the above address.

Upon request, we provide site visitors with access to contact information (e.g., name, address, phone number) that we maintain about them. Consumers can access this information by sending an e-mail using the contact form or writing to us at the above address. We also offer visitors the ability to have inaccuracies corrected in contact information. Consumers can have this information corrected by sending us e-mail at the above e-mail address or writing to us at the above address.

Customers can also object to us processing their information. You may contact us and tell us to stop using your information, including any marketing emails, notifications or mailings.

If you are a European Union user, you may also have your information deleted. If you would like to have the information deleted, please contact us. If you're based in the EEA and think that we haven't complied with data protection laws, you have a right to lodge a complaint with the Data Protection Commission or with your local supervisory authority.

How and When We Share Your Information

Third party companies or individuals that we employ may have access to and process information on our behalf based on our instructions and in compliance with this Privacy Policy.

Our wholly owned subsidiaries and affiliates may also have access to and process your information. If we were to engage in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this Policy, we would share your information with a party involved in such a process (for example, a potential seller).

Our Security

We always use industry-standard encryption technologies when transferring and receiving consumer data exchanged with our site.

If you feel that this site is not following its stated information policy, you may contact us at the above addresses or phone number, the DMA's Committee on Ethical Business Practices at mgoldberger@the-dma.org, state or local chapters of the Better Business Bureau, state or local consumer protection office, or the Federal Trade Commission by phone at 202-FTC-HELP (202-382-4357), or electronically at <http://www.ftc.gov/ftc/complaint.htm>, or with the Data Protection Commission or with your local supervisory authority.

It is your responsibility to review this Privacy Policy from time to time to be aware of any such change. Your continued use of any of Sourcebooks, LLC.'s services, including WWW.HOWTOCATCHCLUB.COM, will indicate your agreement to any such change.

Policy on Children's Information

The Children's Online Privacy Protection Act took effect on April 21, 2000, and imposes certain requirements on websites directed toward children under 13 that collect information on those children, or on websites that knowingly collect information on children under the age of 13. WWW.HOWTOCATCHCLUB.COM's website is not directed toward children under

13, and it is our site's policy not to collect personal information on any person under 13. If you are based in the EEA, you may only use Sourcebooks, LLC. if you are over the age at which you can provide consent to data processing under the laws of your country or if verifiable parental consent for your use of WWW.HOWTOCATCHCLUB.COM site has been provided to us.

No information should be submitted to or posted on the Site by any Minor (a user younger than 13 years of age). If a minor between the ages of 13 and 18 accesses or registers for the Site, or signs up to receive our newsletter, they should do so with parental or guardian consent. Unless otherwise disclosed during collection, we do not knowingly provide any personally identifying information about Minors, regardless of its source, to third parties, nor is this information knowingly used by us for any marketing or promotional purposes.

By registering for this site, or registering to receive our newsletter, you are certifying that you are at least 13 years old.

Last updated and effective as of: 07/27/2020