

**DoubleHorn.com & LiftrNews.com**

**Privacy and Usage Policy**

**Your Consent**

You acknowledge that this Privacy & Usage Policy is part of the Terms of Use and you agree that using our websites (DoubleHorn.com & LiftrNews.com) signifies your assent to DoubleHorn, LLC (“DoubleHorn”) Privacy and Usage Policy (the “Policy”) and related terms of use provided above, is subject to all applicable laws, and is undertaken at your own risk. DoubleHorn reserves the right to change or amend the Policy at any time, without advance notice.

We reserve the right to change this Policy at any time. Such changes, modifications, additions or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited to issuing an email to the email address listed by registered users and posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to review this site and this Policy periodically and to be aware of any modifications. Your continued use of the site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

**What information do we collect?**

We collect information from you when you register on our site, place an order, subscribe to our newsletter, respond to a survey or fill out a form.

When ordering or registering on our site, as appropriate, you may be asked to enter your name, e-mail address, mailing address or phone number.

Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to users based on sites visited and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

**What do we use your information for?**

Any of the information we collect from you may be used in any of the following ways:

*To personalize your experience*

Your information helps us to better respond to your individual needs.

*To improve our website*

We continually strive to improve our website offerings based on the information and feedback we receive from you.

*To improve customer service*

Your information helps us to more effectively respond to your customer service requests and support needs.

*To send periodic emails*

The email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions.

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

DoubleHorn goes to great lengths to keep your personal information private and safe. We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

### **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 sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

### **Do we disclose any information to outside parties?**

We do NOT sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. Occasionally we may be required by law enforcement or judicial authorities to provide personally identifiable information to the appropriate governmental authorities. We will disclose personally identifiable information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities.

We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

While we will use every reasonable means to ensure the security of the information you transmit to us, we cannot guarantee that third parties will not intercept such information. We will, however, prosecute any unauthorized or fraudulent transactions to the fullest extent permitted by law.

### **Children's Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), we do not knowingly collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website at Terms of Service

### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post the amended policy on this page with the revision date.

### **Contacting Us**

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

DoubleHorn, LLC  
1601 Rio Grande St #500  
Austin, TX 78701  
solutions@doublehorn.com