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# PRIVACY & COOKIE POLICY

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19. January 2019

Lisa Mayer is working hard to ensure user privacy. Keeping users' data safe and secure is among the highest priorities of Lisa Mayer, RR 1, Chesley, Ontario, Canada. She is committed to complying with any legislation.

We are making Lisa Mayer's website GDPR-compliant and do our very best to meet the requirements of the GDPR, the new data protection law coming into force on May 25, 2018. It affects European and non-European businesses who own services and apps that are accessed by users in the European Economic Area (EEA).

Lisa Mayer and all her affiliates (hereinafter referred to as "Lisa Mayer", "we" or "us") are committed to maintaining the privacy of every current, former and prospective customer and website user. We recognize that you may entrust personal data to us, and we wish to assure you that we take our responsibilities in protecting and safeguarding this data seriously. This Privacy & Cookie Policy ("Policy") describes how we deal with data that we collect on this website (the "Site").

This Policy may be updated at any time. Please ensure that you regularly read the latest version on this Site. The first paragraph of the Policy tells you when the last update was made and informs about:

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## COPYRIGHT

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The copyright for all content, including but not limited to concepts, ideas, data and techniques is owned solely by Lisa Mayer.

## INTELLECTUAL PROPERTY

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All content on this Site is copyrighted material and is only to be used in the permitted context and extent. Apart from the permitted use of this Site there are no further rights granted – neither by Lisa Mayer nor by any third party. The complete or incomplete reproduction, the electronic or conventional transmission, modification or the use of this content for public or commercial use is subject to the written agreement from Lisa Mayer.

## CONTENT OF THIS SITE

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Lisa Mayer is not responsible or grants any guarantee for the up-to-dateness, correctness, completeness or quality of the delivered information. Liability claims against Lisa Mayer, which refer to a material damage or any kind of non-material damage which results through the use or non-use of the presented information or through the use of false or incomplete information, are completely and in any way and form excluded. Lisa Mayer does not guarantee that this Site and its content are free of malicious software such as viruses, worms, trojans. Liability claims for direct or indirect damage, which can affect users or third parties and are related to the use of this Site in any way, are only covered as far as legally is regulated.

## LINKS

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This Site may contain hyperlinks to other websites that are not operated or monitored by Lisa Mayer. These other websites are not subject to this Policy and we are not responsible for their content or for the policy they apply to the treatment of personal data. Your use of these links will be at your own risk. We ask users to report hyperlinks that link to websites with illegal content.

The user guarantees by linking a website that the linked website does not contain any illegal content. Lisa Mayer has no control over the actual or future layout, content or authorship of the linked webpages. Therefore Lisa Mayer assumes absolutely no responsibility regarding the content of linked pages. The owner of the linked webpage is fully responsible and liable for all material and non-material damage that results through the access or use or non-use of the content and/or information of the linked webpage.

## DELETING/CHANGE/ADD OF CONTENT

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This webpage is a service for the user. Lisa Mayer is entitled to delete, change or add any content, layout or data at any time without any notice or notice in advance and for any or no reason.

## DATA WE COLLECT

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We may collect data about you when you visit and/or use this Site or when you apply for or use other services offered by Lisa Mayer in the following ways:

- If you register to use the password-protected portions of this Site, we will ask you to provide us with certain data about yourself. This data may include your name, company name, title, and address, country of residence, e-mail address, and telephone number. We use such data about you to verify your identity and eligibility to receive certain products or services, to provide information to you about products and services that we believe may be of interest to you, to record your interest in products and services that we offer, and to respond to your requests for information. We may also use cookies or web bugs on our Site to collect usage data, and to facilitate your movement within the Site (e.g. remembering passwords during a session).
- We may collect data concerning the attachments you open within newsletters that are sent to you electronically.
- We may also collect personal data about you from applications, forms or questionnaires you may complete or agreements you enter into with us or in the course of your establishing or maintaining a customer relationship with us.

If you decline to provide us with the personal data we require then you may not be able to use our Site or services.

## WHO CAN ACCESS THE DATA WE COLLECT

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Lisa Mayer may disclose your data to her affiliates and their agents and third party providers inside or outside your country of residence to perform services for Lisa Mayer. All parties having access to personal data collected through this Site are obliged to respect all applicable data protection laws as well as Lisa Mayer internal privacy stipulations.

Lisa Mayer may also disclose your data to governmental agencies or entities, regulatory authorities, or other persons in line with any applicable law, regulations, court order or official request, or under any and for the purposes of any guidelines issued by regulatory or other authorities, or similar processes as either required or permitted by applicable law.

## SECURITY OF DATA TRANSFERS

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Please note that data transferred via a public network, such as the internet or an email service, may be viewed by others. Data transmitted via the internet and content received online may under certain circumstances be transmitted via third-party networks. Lisa Mayer cannot guarantee the confidentiality of messages or documents transmitted via such open networks or networks from third parties.

If you disclose personal data via an open network or a third party network, you should be aware that your data may be lost or that third parties may be able to gain access to this data and consequently gather and make use of the data without your consent. In particular, while individual data packets are often encrypted, the names of the sender and recipient are not. A third party could therefore be able to draw conclusions about existing business relationships or ones that are subsequently established. Even if both the sender and recipient are located in the same country, data may also be transmitted regularly and without control via such networks to other countries, including to countries that do not afford the same level of data protection as your country of domicile. We accept no responsibility for the security of your data during transmission via the internet and cannot be held liable for any direct or indirect losses. We ask that you use alternative methods of communication if you deem this to be necessary or appropriate for security reasons.

Data you provide can be communicated to commissioned third-party companies for order processing and be processed by such companies.

## PROTECTION, PROCESSING AND USE OF PERSONAL DATA

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We use your personal data to enhance the quality of the products or services we wish to provide to our customers and to maintain contact details for those with whom we deal. We restrict access to personal data about you to those employees, agents or other parties who need to know that data to provide products or services to you or in connection with the services you requested from us. We maintain physical, electronic and procedural safeguards to guard your personal data, including firewalls, individual passwords and encryption and authentication technology. We do not use personal data for purposes other than as set out above, or disclose to any third party any

personal data about our customers or former customers, except with such customer's written consent or as otherwise permitted or required by law.

We will retain your personal data in accordance with applicable data protection laws for as long as it is needed. Personal data that is on documents (genetic tests results) will be stored with the according document for quality purposes of the data in the database indefinitely. By uploading genetic tests you agree to the storage of such data. If you do not wish to share such data, make sure that you blank out the according data before uploading or don't upload any documents or pictures that you do not agree to be stored in the database indefinitely.

#### HOW LISA MAYER TREATS ELECTRONIC MESSAGES

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All electronic messages sent to and from Lisa Mayer can but don't have to be electronically stored.

They are protected by reasonable technical and organizational measures and may only be accessed by specific persons in defined functions.

If the visitor uses one of the e-mail addresses, phone number or any form published by Lisa Mayer on this Site to make contact, he/she expressly authorizes Lisa Mayer to respond by the same means either to the sender address or to another indicated address. E-mail is not a suitable means for sending confidential data or information. Please note that confidentiality cannot be guaranteed when using any means of electronic communication.

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# COOKIES

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All websites of Lisa Mayer use cookies for statistical purposes, to protect the Site from abuse and to improve user experience and online advertising campaigns. Websites operated by Lisa Mayer include but are not limited to [www.lisa-mayer.com](http://www.lisa-mayer.com). Some of the cookies we use have already been set. To protect this Site from abuse, we may store for the legally allowed period of 14 days the IP address, the pages you've visited, the page that referred you and a user-agent with timestamp (also for anonymous users). This Site does not work without cookies. By using this Site, you agree to the use of cookies. We also use cookies for session information.

## WHAT IS A COOKIE?

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Cookies are small files which are stored on your device to keep track of your visit to the Site and your preferences; as you move between pages, and sometimes to save settings between visits. Cookies help the builders of websites gather statistics about how often people visit certain areas of the website, and help in tailoring websites to be more useful and user-friendly.

For more information on cookies, please feel free to visit the UK Information Commissioner's Office website ([www.ico.gov.uk](http://www.ico.gov.uk)) for a more detailed description of the purpose and usage of cookies, and information on how to control and delete cookies from your browser.

## HOW ARE COOKIES USED IN THIS SITE?

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The cookies we store on the Site(s) of Lisa Mayer are used to:

- track the number, and type of visits to this Site, and its pages, in order for us to determine which parts of the Site are working well, and which need improvement,
- store your preferences, for screen layouts, possibly including your preferred language and country, and similar data,
- gather statistics on the number of users and their usage patterns,
- improve the speed and performance of the website pages.

## THIRD PARTY COOKIES AND PARTNERS

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- We may use third party plug-ins and components to improve the user's experience and our online advertising campaigns. These components may also use cookies for similar purposes. Neither the third party nor Lisa Mayer has access to any data collected by the other via cookies.
- We may use cookies or similar technologies to display Lisa Mayer's advertisements when you visit third party websites with whom we have marketing relationships.
- Under certain circumstances, these third parties may collect anonymized information about your use of our and other websites and make these anonymized data available to us,

including, but not limited to your geographical details, your user behavior on a website or the names of websites on which you were shown ads.

- We may use this information to provide you with more relevant and useful advertising and help us improve the effectiveness of our advertising efforts.

## DELETING COOKIES

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You may opt-out of cookies (and the use of this Site) at any time, by deleting the cookies that were set by the site. This can be done via the settings of your internet browser, by deleting cache, browsing history and cookies.

## YOUR RIGHTS

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You have the following rights:

- To request information about your personal data stored in our system.
- To obtain this information in a structured format saved in a common file format.
- To request a correction or deletion or limitation of use of your data in our system.
- To file a complaint with the according authority in case that we violate the guidelines.

## FINAL REMARKS & CONTACT

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If single parts or formulations of this Policy are or will be effectless, then all other parts or formulations will not be affected regarding content and validation. Place of jurisdiction: Chesley, Ontario, Canada.

If you have any questions or concerns, please contact us: [lisa.mayer@rocking-wolf-ranch.com](mailto:lisa.mayer@rocking-wolf-ranch.com).

The use of the contact data published here by third parties for advertisement or any other use but the intended legal purpose of contact is strictly prohibited!