

# Bell Auto School's Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally identifiable information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

## **What personal information do we collect from the people that visit our website?**

When registering on our site, as appropriate, you will be asked to enter your name, email address, home address, phone number or other information that is required for online registration.

## **When do we collect information?**

We collect information from you when you register on our site.

## **How do we use your information?**

We may use the information we collect from you when you register for the following reasons:

- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To send emails regarding your registration, behind-the-wheel courtesy reminders, road test information and responding to your inquiries.

## **How do we protect visitor information?**

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

## **Do we use 'cookies'?**

We do not use cookies for tracking purposes

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (i.e. Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies, some features will be disabled that make your site experience more efficient and some of our services will not function properly. However, you can still place orders.

## **Third Party Disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include website hosting partners and other 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.

## Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have not enabled Google AdSense on our site but we may do so in the future.

## How does our site handle do not track signals?

We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

## Does our site allow third party behavioral tracking?

It's also important to note that we do not allow third party behavioral tracking

## Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

## In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- We will notify the users via email within 7 business days
- We will notify the users via in site notification within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

## CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

## To be in accordance with CANSPAM we agree to the following:

**If at any time you would like to unsubscribe from receiving future emails, you can email us at [info@bellautoschool.com](mailto:info@bellautoschool.com) and we will promptly remove you from ALL correspondence.**

## Contacting Us

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

Bell Auto School, Inc.  
251 East Shore Road  
Manhasset, NY 11030  
(516) 365-5778  
(718) 423-1200  
Email: [info@bellautoschool.com](mailto:info@bellautoschool.com)  
Website: [www.bellautoschool.com](http://www.bellautoschool.com)  
Dated: 2017