

Privacy Policy of The Institute for Perception

The Institute for Perception (“IFP” or “we”) respects the privacy of our customers and users.

IFP will never sell your Personal Information.

This Privacy Policy (our “Privacy Policy”) describes how we collect, use, protect, and disclose the Personal Information of anyone who chooses to use our website (“Website”), <http://www.ifpress.com>, our products (“Products”), or our services (“Services”).

If you choose to use our Website or our Products, then you agree to the collection and use of information in relation with this policy. If you do not agree with this policy, do not use our Website or our Products. The Personal Information that we collect are used for providing and improving our Services. We will not use or share your information with anyone except as described in this Privacy Policy. If you have any questions about this privacy policy or our practices, please [contact us](#).

Information Collection

Data Provided by Users and Customers

IFP’s customers and users voluntarily provide us with data, including data which may be used to identify an individual (“Personal Information”) when they use our products or access our Website. These data include but are not limited to:

- Name, phone number, email address, and street address
- Username and password
- Credit card, debit card, banking or other payment information
- Information submitted as a result of completing forms on our Website
- Information contained in email or other electronic messages between you and our Website or support services
- Configuration of devices used with our Products and Services
- Technical information including IP addresses, browser-type, device-type, internet service provider, referring or exiting pages, operating system, date and time stamp data
- Any information shared with us directly or indirectly through a customer’s or user’s use of our Products or Website

Log Data

Whenever you visit our Website, we collect information that your browser sends to us that is called Log Data. This Log Data may include information such as your computer’s

Internet Protocol ("IP") address, browser version, pages of our Service that you visit, the time and date of your visit, the time spent on those pages, and other statistics.

Cookies

Cookies are small files that are used to store user data. These are sent to your browser from the website that you visit and are stored on your computer's hard drive.

Our website uses these "cookies" to collection information and to improve our Website and Products. You have the option to either accept or refuse these cookies, and to know when a cookie is being sent to your computer. If you choose to refuse our cookies, you may not be able to use some portions of our Website.

We use the following cookies:

- **Strictly Necessary Cookies.** These cookies are required for the operation of our Websites and Portals. They include, for example, cookies that enable a customer to log-in to secure areas of our Websites and Portals and use e-commerce.
- **Analytical and Performance Cookies.** These cookies allow us to recognize and count the number of users visiting our Websites and Portals and see how those users navigate our Websites or Portals. This helps us to improve our Websites and Portals.

Information Use

General Use

We may use Personal Information for the following reasons:

- Administering our Website and Services
- Enabling use of Services available through our Website
- Sending Products purchased through our Website
- Supplying Services purchased through our Website
- Sending statements, invoices, and collecting payments
- Sending information requested through our Website
- Sending email notifications that have been specifically requested
- Sending our newsletter, both through electronic and non-electronic means
- Sending marketing communications related to our business by electronic and non-electronic means
- To assist us in analyzing how our Website and Services are used

Please note this list may not be exhaustive. We do not sell any Personal Information.

Service Providers

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our Services or the operation of our Website;
- To provide services on our behalf;
- To assist us in analyzing how our Website and Services are used.

We want to inform our Service users that these third parties have access to your Personal Information, however, they are obligated not to disclose or use the information for any other purpose. These third parties include payment and delivery services, email distributors, data storage and hosting partners, and analytical and performance services.

Legal Purposes

IFP may share data, including Personal Information, with governmental agencies as required by applicable law or to take precautions against legal liability.

Automated Decisions

IFP does not generally use Personal Information with any automated decision-making processes.

Retention of Data

IFP may retain data, including Personal Information, for as long as necessary to comply with any legal requirements, to provide our Services and Products, to operate our Website, to comply with our backup and disaster recovery policies, and to protect our legal interests. We may retain anonymized data to the extent permitted under applicable law.

Security

Protection

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

Breaches

In the event of a data breach, we will inform the appropriate data protection authorities within 72 hours. We will also notify any affected parties as soon as possible.

Links to Other Sites

Our Website may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over, and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

Children's Privacy

Our Services do not address anyone under the age of 18. We do not knowingly collect Personal Information from persons under 18. In the case we discover that a person under 18 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to perform the necessary actions.

Your Rights

Customers and users have the following rights:

- **Access and Update:** the right to access Personal Information held by IFP and to update Personal Information as needed
- **Rectification:** the right to correct any incorrect, incomplete, or outdated Personal Information
- **Withdrawal of Consent:** the right to withdraw your consent at any time. Withdrawing your consent will not affect any data collection or processing which occurred prior to the withdrawal.
- **Right to Be Forgotten:** the right to request that IFP delete all of your Personal Information. IFP will do everything it can to erase your Personal Information if requested. It may not be possible to erase all Personal Information due to technical limitations or for legal reasons.
- **Restriction of Processing:** the right to request restriction of our processing of your Personal Information under certain circumstances.
- **Portability:** the right to request that IFP provide you or a specified third-party with a copy of your Personal Information in a structured, secured, commonly-used and machine-readable format.
- **Complaints:** the right to lodge a complaint with the applicable supervisory authority where you believe your rights have been violated

You may exercise these rights by [contacting us](#). We reserve the right to request sufficient identification before performing any requested actions and may deny the request if insufficient identification is provided.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, we advise you to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are effective immediately, after they are posted on this page.

Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to [contact us](#).