

TSR | PRIVACY POLICY:

What types of personal information do we collect?

We may instantly collect your first name, last name, and e-mail address, but only when you choose to either fill out the payment-procedure form (as hosted by our Jotform.com merchant account) or submit a message inquiry from our embedded contact form (<https://thesheridanreport.com/contact.html>). Traditional visitor/browsing session information, as captured by our internal host server (HostGator) and its associative in-built website traffic programs -- along with our third-party traffic tabulator at Google Analytics -- is still applicable.

[You may visit our site anonymously.]

How do we use your personal information?

Any of the personal information we collect may be used in one of the following ways:

(1) To personalize your experience.

Your information will greatly facilitate our assistive response.

(2) To improve our website.

We continually strive to upgrade and modify -- based upon your supplied information and personal feedback.

(3) To improve customer service.

Your information will effectively improve our ability to respond and assist.

(4) To process transactions.

Your information, whether public or private, will not be (by direct intent) sold, exchanged, transferred, or given to any other company/third-party website. *Excluding the third-party implementations of **jotform.com** and **paypal.com** -- as these merchant accounts bridge the purchasing experience between you (the buyer) and TSR (the seller).

Google.com (google analytics), though not involved in the process of handling our business transaction flow, remains as the only other third-party site that would have an adaptive connection to your personal browsing/interaction behavior.

*Any personal information that you may ever provide to TSR (<https://thesheridanreport.com>), either directly or indirectly, will only be used for the purpose of delivering/enhancing your requested product line.

(5) To send periodic emails.

The email address that you include might then be used to respond upon your personal inquiries, send forth special website promotions, and/or reply to any other customer service requirements.

How do we protect your personal information?

When you submit from our contact form (or access any of the existing webpages at <https://thesheridanreport.com/>), the very webpage on your browsing screen will be protected by a Secure Socket Layer (SSL); thus preventing any third-party infiltration.

(You can find the specific certificate details, when pointed to <https://thesheridanreport.com/>, by tapping into your browser's url address security padlock icon.)

After any and all paypal.com payment transactions have been rendered, your financial information will be exclusively stored on PayPal.com's database system -- never to be saved/stored on the website hosting service that manages <https://thesheridanreport.com>.

*Quoted from PayPal:

"We monitor every transaction 24/7 to help prevent against fraud, email phishing and identity theft. Every transaction is heavily guarded behind our next-level encryption.... When you pay with PayPal, your financial information is never shared with the seller."

(Source: <https://www.paypal.com/re/webapps/mpp/paypal-safety-and-security>)

Do we use cookies?

YES.

*Quoted from developer.mozilla.org:

"An HTTP cookie (web cookie, browser cookie) is a small piece of data that a server sends to the user's web browser. The browser may store it and send it back with the next request to the same server. Typically, it's used to tell if two requests came from the same browser — keeping a user logged-in, for example. It remembers stateful information for the stateless HTTP protocol."

Cookies are mainly used for three purposes:

Session management

Logins (shopping carts, dynamic content, etc).

Personalization

User preferences, themes, and other settings.

Tracking

Recording and analyzing user behavior.

(Source: <https://developer.mozilla.org/en-US/docs/Web/HTTP/Cookies>)

We will use the set cookie attachment to compile website statistical data. We have implemented a third-party service provider to assist with the tabulation and interpretation of our website visitor list (Google.com - Google Analytics). This service provider is not permitted to use the data in any manner that supersedes our simple intention to resolve your customer service issues and improve the overall viewing/interacting experience of TSR (*thesheridanreport.com*).

Do we disclose any of your information to outside parties?

NO.

We do not sell, trade, or transfer your identifiable information (email address, first name and/or last name, location, IP address) to any outside, third-party affiliations -- systematically excluding the direct parties that are entrusted to assist with our payment processing requests (jotform.com/paypal.com) and website statistical tabulations (analytics.google.com). All of whom are expected to safeguard your personal data -- though in distinct operation of their own terms/privacy policies.

How do we handle third-party links?

Current list of embedded third-party affiliations:

Paypal.com

Jotform.com

Analytics.Google.com

Twitter.com (Including the tweet links from @SheridanReport; as rendered by JSON/Tweet Feed/API.)

TSR serves third-party links that are formed by reputable channels. *Though be aware -- from each third-party interaction -- you will inherit their own prescribed 'privacy/terms' agreement.

Complying with the California Online Privacy Protection Act:

Because *thesheridanreport.com* greatly values and respects your privacy, we act in full compliance with the California Online Privacy Protection Act, and will not knowingly distribute your personal information to any outside party or individual without your consent.

Complying with the Childrens Online Privacy Protection Act:

In full compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not knowingly collect any personal information from those visitors under the age of eighteen.

This website (*<https://thesheridanreport.com>*) is implicitly directed towards individuals of the adult age (eighteen years or older).

Our Privacy Policy applies to ONLINE ONLY:

The entire length of this privacy policy, as designed for *<https://thesheridanreport.com>*, applies only to information collected directly through *<https://thesheridanreport.com>*, and not with any information collected offline.

Consensual Acknowledgement:

By merely using our website at *<https://thesheridanreport.com>* (and all of its connective url subpages), you consent, understand, and have acknowledged upon the content of this online privacy policy.

Any subsequent change or alteration to this existing privacy policy will be properly noted from the modification date just below:

UPDATED ON JULY 22ND, 2020.

Contact Reference:

If you have any questions regarding this privacy policy, please feel free to connect with the following customer service address: **tsr@thesheridanreport.com**