

## Privacy Policy

This privacy policy discloses the privacy practices for [www.pastweatherreport.com](http://www.pastweatherreport.com). The privacy policy applies solely to information collected by this website. It will notify you of the personally identifiable information that is collected from you via the site, how it is used, and with whom it may be shared. The policy will also disclose the choices that are available to you regarding the use of your data and the security procedures in place to protect the misuse of your information. Finally, it will outline how you, the user, can correct any errors or inaccuracies in the information we collect.

### What Information We Collect, Use, and Sharing

Our WeatherWorks site collects information during the sign-up process, request forms, or mailing list registrations for business purposes that help to serve you better. We are the sole owners of the information you provide and only have access to the data you voluntarily give to us. We will not sell or rent this information to anyone.

We will use this information to respond to you, regarding the reason you contacted us. When applicable, the information will also be used for processing and billing of our paid services. We will not share your information with any third party outside of our organization, other than is necessary to fulfill your request, e.g. processing or shipping an order.

Unless you state otherwise, we may contact you in future emails to inform you about specials, new products or services, or changes to this privacy policy.

### Your Control and Access of Information

You may opt out of any future contracts from us at any time by contacting us via the email address ([info@weatherworksinc.com](mailto:info@weatherworksinc.com)) or phone number (908-850-8600) given on our website. By doing so, you can discover what data we have about you, change/correct or delete data, or express any concern you may have about the use of your information.

### Security

WeatherWorks takes precautions to protect your sensitive information both online and offline. Anytime we collect such information (as in credit card data), it is encrypted and transmitted to us in a secure way. You can validate this by looking for an "https" at the beginning of the website url or finding a closed lock icon at the bottom of your web browser.

While the transmission of sensitive information is protected through encryption online, we also protect your data offline. Only employees who require the information to perform a specific job (i.e. billing or customer service) are granted access to personally identifiable information. In addition, the computers and/or servers in which we store personally identifiable information are kept in a secure environment.

**Password Security** is utilized on portions of the site to grant you and only you the ability to access your products and services, including your contact information. However, it may be necessary for WeatherWorks administrators and customer service personnel to access your protected services to provide support or perform maintenance. In those cases, your permission will help us provide efficient and effective customer service.

## **Registration**

In order to use certain products/services provided by this website, a user must first complete a registration form. During the registration process, a user is required to give certain information (i.e. a name, email address, mailing address, phone number, etc...) used to contact you about the services you expressed interest. The information is also used by WeatherWorks employees to provide weather consulting services as needed to fulfill the requirements of certain products/services.

## **Orders**

We may also request information from you to order or gain access to products/services. Some of the information required may include contact information (eg. name/address) and financial information (as in, a credit card and expiration date, which is protected/secured per the security section of this privacy policy). This information is used for billing purposes. If we have trouble processing an order, WeatherWorks will use this information to contact you.

## **Cookies**

We use "cookies" on this site, which is a piece of data stored on a site visitor's hard drive to help us improve your access to the site and identify returning visitors. For example, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site.

Cookies and other identifiers can also enable us to anonymously track the traffic and interests of our users to enhance the experience on our site. These cookies and identifiers may be placed by us or other third parties to perform specific targeting services for us (for example, advertising). Some third party advertisers may also use cookies on our site, however, we have no access to or control over these cookies. Usage of a cookie is in no way linked to any personally identifiable information on our site.

If you wish to change your cookie preferences, check the "help" menu of whichever internet browser you use to manage these preferences.

## **Sharing**

On our site, we share aggregated traffic, associated demographic and behavioral interests with advertisers. This is not linked to any personal information that can identify an individual person. If you desire to opt-out of this form of anonymously gained information, please visit:

<http://www.aboutads.info/choices/> or <http://www.networkadvertising.org/choices>

## **Google Analytics**

WeatherWorks sites make use of Google Analytics Advertising Features. This also includes Remarketing with Google Analytics, Google Display Network Impression Reporting, Google Analytics Demographics and Interest Reporting, Google AdSense, and AdWords.

Third party vendors (as in Google) may use cookies to serve ads based on a user's navigation through WeatherWorks sites and to report how ad impressions are related to WeatherWorks sites.

Data gained through Google Analytics Advertising Features may help us to improve our WeatherWorks sites by understanding the user's preferences. This information may also be used to better serve you as we can choose content and ads to suit your needs.

You can opt-out of Google Analytics Advertising Features we use by visiting <https://tools.google.com/dlpage/gaoptout>.

## **Facebook Lead Ads**

We may use Facebook Lead Ads occasionally to discover interest in our various products and services. Any information acquired from such Lead Ad will be governed by our privacy policy.

## **Links**

Our web site contains links to other sites. Please be aware that we are not responsible in any way for the content or privacy practices of these sites. We encourage our users to be aware that they are leaving our site and to thoroughly read the privacy statements of any other site that collects personally identifiable information.

## **Updates**

Our privacy policy may change on occasion and all updates will be posted on this page.

If you feel we are not adhering to our privacy policy, please contact us via telephone at 908-850-8600 or email us at [info@weatherworksinc.com](mailto:info@weatherworksinc.com).

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