

PRIVACY POLICY

Effetti Growth Site / Tool Suite Tool / Tools

General Overview

Effetti, Inc. & Strategic Partner Alchemy Search, Inc. are aware of the need to address internet privacy issues and believe you should be aware of how we intend to treat any information about you that we might receive on the internet as a result of your visit(s) to the Effetti Growth Site, the Tool Suite Tool, or the Tool Suite Tool(s) themselves.

Information About Tool Suite Tool / Tools

Non-personal information including the entire content included in this Tool, or these Tools, including, but not limited to software code, text, design, or graphics, and arrangements thereof is copyrighted as a collaborative work under the United States and other copyright laws, and is the property of Effetti, Inc. Copyrighted 2007 – 2009. ALL RIGHTS RESERVED. All trademarks, service marks, and trade names (collectively the "Marks") are trademarks or registered trademarks of and proprietary to their respective owners (Effetti, Inc., or Alchemy Search, Inc.)

Information About On-Line Visitors

Specifically, you can visit the Effetti Growth Site without telling us who you are or revealing any information about yourself. Our web servers collect the domain names, not the email addresses, of visitors. In general, we gather information about users of the Site collectively in order to determine, for example, which areas users access more frequently and which Tool, or Tools and Services users access the most. This information helps us to determine what is most beneficial for our users, and how we can continually create a better overall experience by improving Site content.

Information About Tool Suite Tool / Tools Users

Use of the Effetti Growth Tool Suite Tool, or Tools, and specifically Alchemy Branded Tools Powered by EffettiGrowth.com are subject to the provision of limited (first name, last name, email address) personal information. This personal information, and ALL other data entry information, provided solely at your discretion and in compliance with the Terms, in the course of using said Tools is confidential, proprietary and copyrighted to you, and / or your company and will NOT be shared, or sold to third parties.

Cookies

The technology called "cookies" is an element of data that a Web Site can send to your browser, which may then be stored on your system. Some Site pages may use cookies so that we can better serve you when you return to our Site. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it.

Web Site Links

Our Site may contain links to other Web Sites and while we try to link only to sites that share our standards and respect for privacy, and neither Effetti, Inc., or Alchemy Search, Inc. will take responsibility for the content or the privacy practices employed by other sites.

Changes

If at any time we change our privacy commitment, Effetti, Inc. will post those changes here so that you will know what information we gather, or intend to gather and how we might use that information.

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