

Privacy Policy

Base Fundamentals (the “Firm”, “we”, “us”, or “our”) are committed to protecting your personal information and your right to privacy. This privacy policy (the “Privacy Policy”) describes the ways we collect information from and about you, how we use it and what rights you have in relation to it, so that you may decide whether or not to provide information to us. If there are any terms in this Privacy Policy that you do not agree with, please discontinue use of our site and our services. By accessing our website or purchasing our products and/or using our services you agree to this Privacy Policy in addition to any other agreements we might have with you. In the event that such agreements contain terms that conflict with this Privacy Policy, the terms of those agreements will prevail. This Privacy Policy does not govern the practices of entities that our Company does not own or control, or entities that do not own or control our company or people that our Company does not employ or manage.

This Privacy Policy applies to all information collected through our websites (such as www.basefundamentals.com), use of our services, sales activities, marketing or events (we refer to them collectively in this Privacy Policy as the “Services”).

Please read this Privacy Policy carefully as it will help you make informed decisions about sharing your personal information with us.

Type of Information

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

How do we collect Information

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

Why do we collect such personal Information

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
5. To comply with any applicable laws and regulations.

How we store, use, share and disclose Site Visitors' personal information

Base Fundamentals is hosted on the Cloud Based Web Development Platform (CBWD Platform). The CBWD Platform provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through the CBWD Platform data storage, databases and the general CBWD Platform applications. The CBWD Platform store your data on secure servers behind a firewall.

All direct payment gateways offered by the CBWD Platform and used by Base Fundamentals adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

How do we communicate with our Site Visitors

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our Base Fundamentals, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail

We may use cookies and other tracking tools

Our website may track personal information through the use of cookies, or other tracking technologies, such as but not limited to (cookies, flash cookies, web beacons, etc.,)

Such Information may be gathered by the Site or by third-parties for marketing, administrative, functional or legal purposes or other purposes that Base Fundamentals is not aware.

It's important to note that third-party services, such as Google Analytics or other applications offered through the CBWD Platform App Market, may be placing cookies or utilizing other tracking technologies through CBWD Platform services. Such third-parties services hosted on our Site may also collect and store information, as these are external services, Base Fundamentals have limited or no control over such information.

Cookies

Base Fundamentals is hosted on a CBWD platform. By proxy of being hosted on the CBWD platform and in accordance with the GDPR, we inform you that we are using Cookies on our Site.

Cookies are small pieces of data stored on a Site Visitor's browser. They are typically used to keep track of the settings users have selected and actions they have taken on a Site.

The CBWD Platform and by proxy our Site uses cookies for many important reasons, such as:

- To provide a great experience for our Visitors Subscribers and Customers.
- To identify our registered subscribers (users who registered to our Site)
- To monitor and analyze the performance, operation and effectiveness of the platform.
- To ensure the platform is secure and safe to use.

Types of Cookies

Cookies can be classified according to their type, duration and category.

Type:

- First-party cookies: Cookies that the CBWD Platform places on our Site.
- Third-party cookies: Cookies that are placed and used by third parties.

Duration:

- Session (transient) cookies: These cookies are erased when Site Visitors close their browsers and are not used to collect information from their computers. They typically store information in the form of a session identification that does not personally identify the user.
- Persistent (permanent or stored) cookies: These cookies are stored on a Site visitor's hard drive until they expire (at a set expiration date) or until they are deleted. These cookies are used to collect identifying information about the user, such as web surfing behavior or user preferences for a specific Site.

Category:

- Strictly necessary cookies: These are the cookies that let our Visitors browse through our Site. They are also necessary for security reasons.
- Functional cookies: These cookies "remember" registered Visitors/customers in order to improve their user experience.

The table below states which cookies we place on our Sites:

First-Party Cookies

Strictly Necessary		
Cookie name	Duration	Purpose
ForceFlashSite	Session	When viewing a mobile Site (old mobile under m.domain.com) it will force the server to display the non-mobile version and avoid redirecting to the mobile Site
hs	Session	Security
smSession	Persistent (Two days or two weeks)	Identifies logged in Site members
XSRF-TOKEN	Session	Security
Functionality		
Cookie name	Duration	Purpose
svSession	Persistent (Two years)	Identifies unique Visitors and tracks a visitor's sessions on a Site
SSR-caching	Session	Indicates how a Site was rendered.
smSession	Persistent (Two weeks)	Identifies logged in Site members

Third-Party Cookies

Functionality		
Cookie name	Duration	Purpose
TS*	Session	Security
TS01*****	Session	Security
TSxxxxxxx (where x is replaced with a random series of numbers and letters)	Session	Security
TSxxxxxxx_d (where x is replaced with a random series of numbers and letters)	Session	Security

Cloud based web site platform Business Solutions and Cookies

Our Site may use cookies that aren't listed in the tables above

User can check which cookies are used by using Chrome's built-in cookie view. While in incognito mode, Users can click the secure icon next to the URL bar and then select Cookies.

Users can select viewing our Site in incognito mode so that their browser doesn't detect irrelevant cookies.

Informing Site Visitors About Cookies

In order to comply with certain data privacy laws and regulations we inform Site Visitors we are using cookies, including the ePrivacy Directive. We have added the Cookie Alert App to our Site in order to alerts Site Visitors of cookies placed on their browsers. For more general information about Cookies Users can visit [All About Cookies](#). Site Visitors can know and see what cookies are used as well as manage them properly. Site Visitors may stop their browser from accepting cookies by changing browser's settings. Users should note that deleting or disabling cookies and other tracking technologies may prevent Site Visitors from accessing some parts of our Site.

The following links explain how to access cookie settings in various browsers:

- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Google Chrome](#)
- [Cookie settings in Safari \(OS X\)](#)
- [Cookie settings in Safari \(iOS\)](#)
- [Cookie settings in Android](#)

To opt out of being tracked by Google Analytics across all websites, visit this link: <http://tools.google.com/dlpage/gaoptout>.

How can Site Visitors withdraw their consent

If you don't want us to process your data anymore, please contact us: info@basefundamentals.com

Privacy policy updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the webSite. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

Questions and your contact information

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact Base Fundamentals at info@Basefundamentals.com