**Privacy Policy**

LAST UPDATE: January 13, 2025

Turquoise Sky Publishing, along with its subsidiaries (collectively referred to as 'Turquoise Sky Publishing,' 'we,' or 'us'), values the privacy of individuals. This Privacy Policy governs how Turquoise Sky Publishing handles the collection, use, storage, and disclosure of personal information across our website. Turquoise Sky Publishing reserves the right to update this Privacy Policy at any time and such modifications shall be effective immediately.

We maintain a framework for the protection of any personal information that we collect. The framework includes policies and procedures designed to help us comply with this Privacy Policy. This framework requires all employees or collaborators to protect the confidentiality of any personal information that we handle through the lifecycle of that personal information. The privacy framework includes employee or collaborators codes of conduct, breach reporting obligations, data retention.

CONSENT

When you provide Turquoise Sky Publishing with your personal information, you understand and agree to Turquoise Sky Publishing’s collection, use, storage, disclosure and retention of your information in accordance with this Privacy Policy or as otherwise permitted by law.

We limit the collection of personal information to what is reasonably required to fulfill the purposes for which it was collected. The information we collect falls into three categories: (1) information we collect directly from you; (2) information we collect when you use our Products or Services; and (3) information we collect from other sources.

WHAT INFORMATION WE COLLECT FROM YOU, AND HOW.

We may collect personal information from you by mail, by email, over the telephone, through our websites or mobile applications.

Examples of using our Products or Services include visiting our website, registering for an Turquoise Sky Publishing account, or completing a customer profile, creating a gift registry, joining Turquoise Sky Publishing loyalty and rewards programs, responding to an event invite, signing up to receive a free gift, emails, text messages, postal mailings, providing product reviews and/or testimonials, responding to surveys, downloading an Turquoise Sky Publishing mobile application, and participating in our contests and other promotions.

The information you give us may include:

Basic identifying information including your full name (first and last), alias, postal address, e-mail address, phone number, date of birth, username, social media handle, or other similar identifiers.

Device information and other unique identifiers including device identifier, internet protocol (IP) address, cookies, beacons, pixel tags, mobile ad identifier, or similar unique identifiers.

Internet or other network activity including browsing or search history and information regarding your interactions with our websites, mobile applications, emails, or advertisements.

Geolocation data including information that permits us to determine your location, such as if you manually provide location information or enable your mobile device to send us precise location information.

Commercial information including products considered, preferences, and rewards activity related to rewards membership.

Lifestyle and personal interest information including information you choose to provide regarding personal preferences, profession, hobbies, personal interests, life events in connection with a service or event, digital experience, gift registry, or product recommendation.

Demographic data including age, gender, marital status, parental status, and household information.

User content including your communications with us and any other content you provide (such as social media profiles, photographs, images, videos, survey responses, comments, product reviews, testimonials, and other content).

Audio and visual information including photographs, images, videos, and recordings of your voice (such as when we record customer service calls for quality assurance).

Assessments or assumptions developed based on any of the information outlined above.

HOW WE COLLECT INFORMATION WHEN YOU USE OUR SERVICES

When you use our Products or Services, we may collect information about the Products or Services you use and how you use them. We do this to ensure that we are offering you the best products in a secure environment, and as part of our efforts to constantly improve your experience. In this process, we may collect and use your personal information relating to your technical details about your browser and mobile device (e.g., whether you are using a tablet or smartphone to visit our website), and your viewing and usage trends in order to analyze and offer you customized advertising, products.

When you visit our websites, use our mobile applications, open or click on emails we send you, or interact with our advertisements, we or third parties we work with automatically collect certain information using online tracking technologies such as pixels, web beacons, analytics software, and third-party cookies. For more information, please see Cookies and Similar Online Tracking Technologies” section below.

We may combine this information with other information collected online such as the predominant age groups and the average size of households in your area, which can help us gain insights about your interests and preferences. We do this to support our research using website and mobile analytics and to provide you with more tailored advertising and marketing communications. This includes serving interest-based advertising to you. For example:

* We use your online history to provide you with interest-based advertisements on products that you have viewed, purchased or similar to those you have purchased previously.
* We collect, combine and categorize your personal information on an aggregated basis to identify online and offline purchasing patterns to help us analyze our business to better serve customers.
* We collect information relating to your interests, preferences, and sentiments through your interactions with our websites, mobile applications and social media accounts as well as through aggregate demographic information about households in your area, as determined by your postal code, to gain insights and provide you with more personalized advertising and marketing.

The technologies we use include:

* Cookies, which are small text files that are saved on your computer when you visit a website so that information can be saved between visits, such as your login credentials or language preferences. For example, cookies allow you to log in quickly when you visit our sites.
* Web beacons, and pixels, which are small image files that have information about you, such as your IP address, that can be downloaded when you visit a website or open an email. This allows us to understand your online behavior, monitor our email delivery, and provide you with interest-based advertising. These tools also allow our third-party tracking tools to gather information, such as your IP address. Aggregated information is personal information that has been consolidated and presented in a summarized form without any personal identifiers.

You may delete or disable certain of these technologies at any time via your browser. However, if you do so, you may not be able to use some of the features on our websites or mobile applications.

To learn more about the choices available to you, please visit the section MANAGING YOUR PREFERENCES below.

We track your interactions with our websites using behavioral metrics, heatmaps, and session replays to enhance and promote our products and services. Website usage data is collected through first- and third-party cookies, as well as other tracking technologies, to analyze product/service popularity and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. Please be aware that you must complete the opt-out process on every browser you use to access our websites.

INFORMATION WE COLLECT FROM OTHER SOURCES.

We also collect information that is publicly available, to the extent permitted by applicable law. For example, we may collect information you submit to a blog, a chat room, or a social network like Facebook, Instagram, TikTok, Pinterest and X (formerly known as Twitter).

HOW WE USE THE INFORMATION WE COLLECT

We may use the information we collect about you in a variety of ways, including:

* to process your purchases of products and services;
* to communicate with you about purchases, services, programs, contests;
* to respond to your customer service inquiries and requests for information;
* to post your comments or statements on our websites and social media platforms;
* to send you customized promotions and special offers, including through email and social media platforms;
* to inform you about our brands, products, events, or other promotional purposes;
* to maintain and improve our sites and the products and services we offer by using tracking technologies such as cookies;
* to detect, prevent, or investigate security breaches or fraud; and
* to maintain appropriate records for internal administrative purposes.

HOW WE SHARE THE INFORMATION WE COLLECT

We may share your information in the following circumstances:

* When We Work Together – We may share the collected information between Turquoise Sky Publishing subsidiaries and affiliated companies for proper management, analysis and decision making, including decisions regarding the expansion and promotion of our products and services offering, orders or customer request fulfillment, and for use by those companies for the other purposes described in this Privacy Policy.
* When We Work with Service Providers – We may share your information with service providers that provide us with support services, such as, fraud prevention, customer service and call center services, website hosting, email delivery, location mapping, and performance and analytics services. In some cases, these service providers may use or combine the information we provide with other information in order to monitor, secure or improve their services.
* When Sharing Helps Us Protect Lawful Interests – We may disclose your information if the disclosure is required by law, the disclosure is necessary to enforce our agreements or policies, or the disclosure will help us protect the rights, property, or safety of Turquoise Sky Publishing, or our partners.
* When We Share with Other Companies for Marketing Purposes – We may share your information with service providers to provide you with customized promotions and special offers. This can include sharing your information with social media platforms in order to develop customized advertising that offers you unique products and services. We also may share anonymous, aggregated statistics about your use of our websites and services with other companies.
* When You Post on Our Websites and Social Media Platforms – If you post information on one of our social media platforms or websites, the information that you post may be seen by other visitors, including your post information and your username.
* When We Work on Business Transactions – If we become involved with a transaction involving the transfer of some or all of our business assets, we may share your information with business entities or people involved in the negotiation or transfer.

MANAGING YOUR PREFERENCES

By using the Products or submitting information to us in connection with using Our Products, you are providing your consent to the collection, use, storage, disclosure and retention of personal information as set out in this Privacy Policy. Consent may be withdrawn, subject to legal or contractual restrictions and reasonable notice; however, without such consent, Turquoise Sky Publishing may limit the Products and Services it is able to provide you.

When you sign up for a Turquoise Sky Publishing Free Gift or Account, you grant us permission to send you promotional emails, text messages, phone calls, or mailings. You can modify your promotional preferences online in your account's profile settings, adjust text and notification preferences in your mobile device settings, or opt out by following the instructions in our promotional emails.

ACCESSING OR CORRECTING YOUR INFORMATION

You have the right, under certain circumstances, to access and correct information we hold about you. Any such access request must be in writing and provided to us at the email: **turquoiseskypublishing@gmail.com** and may be subject to a small statutory fee to meet our costs in providing you with details of the information we hold about you, where permitted by applicable law.

HOW WE PROTECT YOUR INFORMATION

Turquoise Sky Publishing makes reasonable efforts to ensure that any personal information you provide is maintained in a secure environment. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. While we strive to protect your personal information, Turquoise Sky Publishing cannot warrant the security of any personal information you transmit to us or from our on-line products or services, and you do so at your own risk.

Turquoise Sky Publishing has implemented and maintains reasonable and appropriate security measures, procedures and practices to protect against the loss and unauthorized access, use, modification, destruction or disclosure of your personal information while it is in our custody or under our control.

STORING PROCESSING and TRANSMISSION of YOUR INFORMATION

Your personal information is stored and processed on servers owned by companies in Canada, the United States, and in some cases be transferred to other countries. And for this reason, it may be available to government authorities under lawful orders and laws applicable in those countries. Regardless of where your information is processed and regardless of the company or person who processes your information on our behalf, we will take steps to protect your information in accordance with applicable data protection.

We keep your personal information for as long as we need it for the purposes for which it was collected or as long as the law requires. When determining how long to retain data, we consider its sensitivity, whether our business goals can be met without it, whether it’s needed to protect our business or enforce our rights, any legal obligations requiring retention, and the technological capabilities available for deletion.

USE BY MINORS

We do not intend for our websites or online products or services to be used by anyone under the age of eighteen (18). If you are under the age of eighteen (18), please do not use our Products or Services, and if you are over the age of eighteen (18) but under the age of majority in the province in which you reside, you may only use our Products or Services with the involvement and permission of a parent or legal guardian.

LINKS TO THIRD PARTY WEBSITES

Websites that are owned by Turquoise Sky Publishing may contain links to other third-party websites or platforms, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. Turquoise Sky Publishing neither owns nor controls these third-party websites or platforms and assumes no responsibility for the information practices of those websites or platforms. You should inform yourself with the privacy policies (if any) of those third-party websites or platforms.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy was last updated on the date noted at the top of this webpage and may be updated from time to time in the future. If we make material changes, we will post the updated Privacy Policy on this page and change the date at the top of this webpage.