

## [PA Auction Center Privacy Policy](#)

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' ("PII") is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### **1. What personal information do we collect from the people that visit our website?**

When purchasing or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, credit card information, or other details to help you with your experience.

### **2. When do we collect information?**

We collect information from you when you register on our site or enter information on our site.

### **3. How do we use your information?**

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website to better serve you.
- To allow us to provide better service you in responding to your customer service requests.
- To quickly process your transactions.
- To send periodic emails regarding your purchases or other products and services.
- To follow up with them after correspondence (live chat, email or phone inquiries)

### **4. How do we protect visitor information?**

Your personal information is contained behind secured networks and is only accessible by a limited number of people who have special access rights to such systems and are required to keep the information confidential.

We implement a variety of security measures when a user places a bid, purchases, enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

## **5. Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process our purchases. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Help remember and process your purchases.
- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies, some features will be disabled. It may affect your experience, including tools that make our site experience more efficient and some of our services will not function properly.

## **6. Third-party disclosure**

We do not sell, trade, or otherwise transfer your personally identifiable information to outside parties unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## **7. Third-party links**

We may include links or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We, therefore, have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## **8. Behavioral Remarketing**

We use remarketing services to advertise on third-party websites to you after you visit our site. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our site.

- **Google Ads (AdWords)**

- Google Ads (AdWords) remarketing service is provided by Google Inc.
- You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>
- Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.
- For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>

- **Facebook**

- Facebook remarketing service is provided by Facebook Inc.
- You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/247395082112892>
- To opt-out from Facebook's interest-based ads, follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>
- Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.
- For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

## **9. Payments**

We use third-party services for payment processing (e.g. payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors 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 payment information.

## **10. California Online Privacy Protection Act (CalOPPA)**

According to CalOPPA we agree to the following:

- Users can visit our site anonymously.
- Once this privacy policy is created, we will add a link to it on our home page or as a minimum on the first significant page after entering our website.
- Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.
- Users will be notified of any privacy policy changes:
  - On our Privacy Policy Page
- Users can change their personal information:
  - By logging in to their account and accessing their personal information through their customer profile

## **11. How does our site handle "do not track" signals?**

We honor "do not track" signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

If you enable "do not track", some features will be disabled. It may affect the user's experience, that makes your site experience more efficient and some of our services will not function properly.

## **12. Children Online Privacy Protection Act (COPPA)**

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with Personally Identifiable Information, please contact us. If we become aware that we

have collected Personally Identifiable Information from children without verification of parental consent, we take steps to remove that information from our servers.

### **13. California Shine the Light Law**

Subject to certain limitations, California residents may ask us to provide them with (1) a list of certain categories of personal information that we have disclosed to third parties for their direct marketing purposes during the immediately preceding year, and (2) the identity of those third parties. To make this request, California residents may contact us through the Contacting Us section below. For such requests, indicate "California Shine the Light Request" in the communication with our office.

### **14. California Residents, California Consumer Privacy Act of 2018 (CCPA), California Consumer Privacy Action Notice (CCPA Notice)**

Pursuant to the CCPA, we are providing this CCPA Notice. This CCPA Notice applies solely to California consumers, effective January 1, 2020. Terms used but not defined shall have the same meaning ascribed to them in the CCPA. This CCPA Notice does not apply to personal information that we collect from job applicants, contractors, or employees.

- **You have the Right to Know.** You may request that we disclose to you what personal information we have collected, used, shared, or sold about you, and why we collected, used, shared, or sold that information. Other than noted in this privacy policy, we do not otherwise collect, use, share, or sell information about you. You may specifically request this disclosure by contacting us by the methods at the bottom of this privacy policy. We will provide this information to you free of charge within 45 calendar days of your request.
- **You have the Right to Delete.** You may request that we delete personal information from you and tell our service providers to do the same. In some situations, we are not able to delete your personal information if we need that information to complete your transaction, provide a reasonably anticipated product or service, for certain reasonable consumer expectations, to comply with legal obligations, or certain CCPA provided exceptions. You may specifically request this deletion by contacting us by the methods at the bottom of this privacy policy. We will honor this request within 45 calendar days.
- **You have the Right to Opt-Out.** We do not sell personal information. We do share information with service providers as provided in this privacy policy for transactional and marketing purposes.
- **You have the Right to Non-Discrimination.** We do not and will not deny goods or services, charge you a different price, or provide a different level or quality of goods or services because you exercised your rights under the CCPA. If you refuse to provide your personal information to us or ask us to delete it, and that personal

information is necessary for us to provide you with goods or services, we may not be able to complete the transaction.

## **15. Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to complying with the various privacy laws that protect personal information.

To be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- We will notify the users via email
  - Within 1 business day

We also agree to the Individual Redress Principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

## **16. CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address to:

- Send information, respond to inquiries, and/or other requests or questions.
- Process purchases and send information and updates pertaining to purchases.
- We may also send you additional information related to your purchases and/or our services.
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CAN-SPAM we agree to the following:

- NOT use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.

- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email, and we will promptly remove you from **ALL** correspondence.

## **17. Legal Disclosure of Data**

- **Disclosure for Law Enforcement**
  - Under certain circumstances, PA Auction Center may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).
- **Legal Requirements**
  - PA Auction Center may disclose your Personal Data in the good faith belief that such action is necessary to:
    - To comply with a legal obligation
    - To protect and defend the rights or property of PA Auction Center
    - To prevent or investigate possible wrongdoing in connection with the Service
    - To protect the personal safety of users of the Service or the public
    - To protect against legal liability

## **18. Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

PA Auction Center  
1141 Wea Wit Street  
East Earl PA 17519

717-687-7018

[info@paauctioncenter.com](mailto:info@paauctioncenter.com)

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