

# Privacy Policy

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Effective 05.01.2018

This Privacy Policy (the “**Policy**”) applies to the information collected through [www.liftthelabel.org](http://www.liftthelabel.org), including subdomains and mobile versions, and any other website on which we post this Privacy Policy (collectively, the “**Site**”). This Site is operated by Amelie Company (“**Amelie**”, “**us**,” “**our**,” or “**we**”) on behalf of the Colorado Behavioral Health Administration (“**BHA**”).

This Policy describes what information we collect when you visit our Site, how we (or our service providers or others on whose behalf the information is collected) may use, process, and share that information, your choices with regard to your information, and other related matters. This Policy is incorporated into our [Terms of Service](#). Through your use of our Site, you acknowledge the practices described in this Policy. Terms not otherwise defined here will have the same definitions as set forth in our Terms of Service.

Except as otherwise expressly set forth below, this Policy is applicable only to information we collect through our Site. This Policy does not apply to any information that you provide offline, whether in person, over the phone, or otherwise. Similarly, this Policy does not apply to information collected by BHA or other third parties, regardless of whether you arrive at such third parties’ website through our Site. You can view the BHA privacy policy at: <https://www.colorado.gov/privacy-statement>.

## Information we collect

We may collect personal and other information about you when you use our Site, as described below. “**Personal data**” includes information relating to an identifiable individual, whether alone or in combination with other information. We typically collect personal data and other data from you, and use that information in the following ways and as otherwise communicated to you from time to time (subject to your consent when required by applicable laws).

**When you request materials or information.** We may collect your name, email address, phone number, mailing address, and other personal data that may be required to fulfill your request for materials or information, or that may be relevant depending on the purpose for which the personal data was provided. We use this information in order to administer, manage and correspond with you about your request. Note that we may share your information with BHA and certain third parties that provide services related to fulfilling your request.

**When you use the Site.** If you access our Site, we may collect information about your device and your use of our Site, such as your IP address, browser type, domain names, access times, and referring web Site addresses. We may also log click-stream data, which typically includes information such as the page served, the time, the source and type of browser making the request, the most recent page view, and other non-personal data. We collect these types of data for purposes of system administration, to improve our Site, and for other internal uses related to the Site. This information also helps us analyze how visitors arrive at our Site, what type of content is most popular, what type of visitors in the aggregate are interested in particular features or content, and the like.

**When you contact us.** When you contact us through the Site, we will collect the personal data you voluntarily provide on the applicable form (typically your name, email address and phone number). Any information you provide through our Site will be used in the context of resolving your request or answering your inquiry, or to provide additional information related to that inquiry.

## Use of cookies and similar tracking technologies

Our Site may use cookies, web beacons, pixel tags, and similar digital tracking technologies. Cookies are small data files that are transferred to your hard drive when you visit a website if your browser settings permit the acceptance of cookies. Similar technologies, such as web beacons or pixel tags, function through the use of small

files, such as a GIF or PNG, which are opened on a page, ad, or in an email. The request for these files from a server reveals certain information about your device, such as your browser type, device information (such as OS, model, advertising ID, etc.), IP address, etc. These technologies can also be used to determine how you interact with our Site, emails, or ads, such as to tell us whether an email or ad was viewed, opened, or clicked, and other similar information. To learn more about cookies and similar tracking technologies, and how they can affect your privacy, visit [allaboutcookies.org](http://allaboutcookies.org).

We typically use cookies and similar technologies on our Site for the following purposes:

- for “essential” or “functional” purposes, such as to enable various features of the Services such as remembering passwords, or staying logged in during your session;
- for “analytics” purposes, to learn how our Site used or performs, how users engage with and navigate our Site, whether an email was opened, what websites users visit before visiting our Site, how often they visit our Site, and other similar information;
- for “retargeting” or similar advertising purposes, so that you can see advertisements related to the content on our Site and your interests. These technologies help advertisers deliver ads that are more relevant to you based on content you have viewed, including content on our Site. These tracking technologies may also help prevent you from seeing the same advertisements too many times, and help us understand whether you have interacted with or viewed ads we’ve delivered to you. This collection and ad targeting takes place both on our Site and on third-party websites or Sites that participate in the ad network, e.g. any advertisements delivered by that ad network on a third party website.

Please note, the use of cookies, web beacons or similar technologies by third party vendors may be subject to their own privacy policies and we disclaim all liability in connection with processing by these vendors that is not performed on our behalf.

## **With whom we share your personal data**

We share with BHA certain personal data that we collect when you request materials or contact us regarding the Lift The Label campaign. We may also share your personal data with our current or future affiliated entities, subsidiaries, and parent companies.

We may, without your consent, share personal data and other data with service providers who provide certain services on our behalf, or in the other circumstances noted below. For example, we may share personal data we collect with third parties such as providers of data hosting or processing services, email and postal mail providers, payment processors, or other parties which provide services on our behalf. We may also share your personal data and other information with trusted third parties in connection with the delivery of retargeted or personalized ads.

In extraordinary circumstances, we may, without your consent, share personal data when necessary or appropriate to comply with the law; cooperate with law enforcement or national security requirements; respond to lawful requests; protect our interests, customers, property, or the public; or, to enforce our Terms of Service. Similarly, we reserve the right to share personal data with governmental authorities or otherwise in response to a legal request that we believe requires us to do so. We will share any such information to the extent we believe that request requires. Legal requests include, for example, search warrants, subpoenas, and other court orders.

Finally, in the event we undergo a merger, sale, transfer or liquidation of our business or substantially all of our assets, any personal data we possess may be part of the assets sold or otherwise transferred, or may be reviewed during due diligence review in the course of a potential transaction.

## **Your Choices**

If you do not want information collected through the use of cookies, you can turn off cookies using your browser’s settings menu; however, this may eliminate our ability to provide a personalized or user-friendly experience. To learn more about, or to opt-out of Google’s analytic and marketing services, visit [Google Analytics Terms of Use](#),

the [Google Privacy Policy](#), or [Google Analytics Opt-out](#). To learn more about how to opt out of Google's use of cookies, visit Google's Ads Settings, [here](#). If you wish to take additional steps to opt-out of tracking by certain online advertisers, you can visit the Digital Advertising Alliance's opt-out page at <http://www.aboutads.info/choices> or the Network Advertising Initiative at [www.networkadvertising.org/optout\\_nonpii.asp](http://www.networkadvertising.org/optout_nonpii.asp). Please note, most modern browsers include a "do not track" feature that may help protect your privacy. However, our Site does not respond to your browser's do-not-track request.

## **Accessing and correcting your information**

We will respond to reasonable requests for access or revision to the extent required or allowed by law. However, we may refuse these requests where the burden or expense of providing access would be disproportionate to the risks to the individual's privacy in any given case, or when the rights of others would be violated by granting the access.

To learn more about the personal data Amelie holds about you, or for residents of California (as required by California law) any personal data Amelie has disclosed about you to third parties for direct marketing purposes during the preceding calendar year (if any) please send a written, signed request to us at the mailing address listed below.

## **A special note for parents concerning privacy**

This Site is not intended for use by children under the age of 13. We do not knowingly collect personally-identifiable information from children under the age of 13. If we learn that a child has provided us with personal information without parental consent, we will delete the child's personal information (except as may be necessary for legal compliance) and remove the child from any mailing lists.

## **Information Security**

We use reasonable security measures to protect your personal data. We implement and review various physical, procedural and technological safeguards that we believe will keep your personal data secure. Please note, we do not control the security of third parties, including BHA, who may have access to your information. Please contact BHA for more information.

## **International users**

If you are accessing our Site from outside of the United States, any information provided will be transferred to us or our service providers in the United States. Regardless of where your information is collected or transferred, the information will be treated in accordance with this Policy. You consent to such transfer through your use of the Site.

## **Changes to this Policy**

By using our Site, you consent to the terms of this Policy. We may change this Policy from time to time. We will post the effective date for this and any revised policy. Accordingly, we recommend that you consult this page frequently so that you are aware of our latest Policy. Your continued use of our Site constitutes your acceptance of any revised Policy.

## Contact information

Amelie welcomes your comments, questions and feedback regarding this Policy. Please feel free to contact us using the information below.

Email: [info@ameliecompany.com](mailto:info@ameliecompany.com)

Mail: 2601 Blake St. Suite LL10, Denver, CO 80205