

## **Privacy Policy**

John Lee ("John ") operates TheFranchiseWorkshop.com and may operate other websites. It is John Lee's policy to respect your privacy regarding any information we may collect while operating our websites.

### **Website Visitors**

Like most website operators, John collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. John Lee's purpose in collecting non-personally identifying information is to better understand how John Lee's visitors use its website. From time to time, John may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

John also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on TheFranchiseWorkshop.com blogs/sites. John only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below, except that commenter IP addresses and email addresses are visible and disclosed to the administrators of the blog/site where the comment was left.

### **Gathering of Personally-Identifying Information**

Certain visitors to John Lee's websites choose to interact with John in ways that require John to gather personally-identifying information. The amount and type of information that John gathers depends on the nature of the interaction. For example, we ask visitors who sign up at TheFranchiseWorkshop.com to provide a username and email address. Those who engage in transactions with John are asked to provide additional information, including as necessary the personal and financial information required to process those transactions. In each case, John collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with John. John does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying

information, with the caveat that it may prevent them from engaging in certain website-related activities.

### **Aggregated Statistics**

John may collect statistics about the behavior of visitors to its websites. John may display this information publicly or provide it to others. However, John does not disclose personally-identifying information other than as described below.

### **Protection of Certain Personally-Identifying Information**

John discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on John Lee's behalf or to provide services available at John Lee's websites, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors and affiliated organizations may be located outside of your home country; by using John Lee's websites, you consent to the transfer of such information to them. John will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, John discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when John believes in good faith that disclosure is reasonably necessary to protect the property or rights of John, third parties or the public at large. If you are a registered user of a John website and have supplied your email address, John may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with John and our products. If you send us a request (for example via email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. John takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

### **Cookies**

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. John uses

cookies to help John identify and track visitors, their usage of John's website, and their website access preferences. John's visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using John Lee's websites, with the drawback that certain features of John Lee's websites may not function properly without the aid of cookies.

## **Remarketing**

TheFranchiseWorkshop.com also uses 3rd party vendor re-marketing tracking cookies, including the Google Adwords tracking cookie. This means we will continue to show ads to you across the internet, specifically on the Google Content Network (GCN). As always we respect your privacy and are not collecting any identifiable information through the use of Google's or any other 3rd party remarketing system.

The third-party vendors, including Google, whose services we use – will place cookies on web browsers in order to serve ads based on past visits to our website. – Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to your website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.

Visitors at TheFranchiseWorkshop.com can opt out of Google's use of cookies by visiting Google's Ads Settings at <https://www.google.com/settings/u/0/ads/authenticated>. Alternatively, visitors have the choice to opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page at <http://www.networkadvertising.org/choices/>.

## **Business Transfers**

If TheFranchiseWorkshop.com, or substantially all of its assets, were acquired, or in the unlikely event that John goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of John may continue to use your personal information as set forth in this policy.