



## **Essential Chord Tricks Privacy Policy**

### **Information Collection and Use**

Macho Brand Interactive Media (MBIM) is the sole owners of the information collected on this site. We do not sell, share, or rent this information to third parties.

### **Registration**

No registration is required to view content on the MBIM Website. However, in order to purchase or download content from this or other MBIM Sites, registration is mandatory. Member details collected during registration include email address and acceptance of our Terms Of Use Agreement.

### **Sharing**

We do not share personally identifiable information about our members, their Blog entries or any other form of communication we have with them. We do not share or rent our member's email addresses. MBIM keeps all Clients' content data private and this data is never shared with third parties except when required by law.

### **Unsubscribe/Opt-out**

All MBIM email communications provide members with an opportunity to unsubscribe (opt-out) at any time by clicking on a link at the bottom of the email. Clients/Members may also click on a link at the bottom of the email to view MBIM's Privacy Policy and Terms Of Use. Clients/Members may also Opt-out by emailing us at [info@swingblues.com](mailto:info@swingblues.com).

### **Cookies**

MBIM Sites use cookies for the sole purpose of automating the log-in or purchasing process. A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally-identifiable information while on our site.

### **HTML and Link Detectors**

MBIM embeds HTML and link detectors in email transmissions. The detectors track recipients' capability of receiving HTML messages and the aggregate number of HTML messages opened. The detectors also track the links that recipients click on within the email. The detectors do not collect any other information.

### **Log Files**

We use IP addresses to analyze trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.



### **Online Security**

Online security is enhanced by our use of firewalls protecting all of the MBIM servers. The physical servers that we store personally identifiable information on are kept in a secure facility that only authorized network administrators have access to. This facility provides security 24 hours a day, 365 days a year and protects our servers against power outages by using automated backup power systems.

### **Offline Security**

Client information and data is stored in a secure facility within the MBIM offices. Only MBIM employees who need the information to perform a specific job are granted access to personally identifiable information. All employees are trained on our security and privacy practices. MBIM does not store or hold credit cards numbers of customers or members on their facility.

### **Credit Card Information**

**All Purchases are done through our Secure Payment Providers Stripe ([www.stripe.com](http://www.stripe.com)) and PayPal ([www.paypal.com](http://www.paypal.com)).**

**Macho Brand Interactive Media has no access to the client's credit card information.**

**We do not store Credit Card Information or Personal Information (like address, phone numbers) on our servers.**

### **Client Communication**

Clients will occasionally receive administrative emails that are related to the operational management of their account or purchases they made. MBIM also sends emails promoting content of this and other MBIM sites / products and other MBIM activities.

MBIM does not allow 3rd parties to advertise or otherwise correspond with MBIM Members. From time-to-time, we may request information from clients via surveys. Participation in these surveys is completely voluntary. Information requested may include contact and demographic information, as well as opinions about MBIM sites and MBIM products. Survey information will be used for purposes of monitoring or improving the use and satisfaction of the service.

### **Changes to Privacy Policy**

Changes to MBIMs privacy policy will be posted on the MBIM websites. Changes will automatically be in effect 30 days after they are initially posted.

### **Contact Us**

If you have any questions about this Privacy Statement or about Macho Brand Interactive Media, please contact us directly at: [info@swingblues.com](mailto:info@swingblues.com). You can reach us by postal mail at Pegasusstraat 85, 2024 VP Haarlem, The Netherlands.