

The Double Gun Journal Website Privacy Policy (November 2021)

Part 1 - Introduction:

This website complies with General Data Protection Regulations (GDPR) which safeguard the fundamental right to privacy and the protection of the personal data. We have taken the decision to implement these stringent rules as we have a large number of European customers, for whom this legislation was originally devised. Heavy penalties can result from non-compliance, wherever in the world the company is based, if European visitors use the website.

We collect data in two main ways. Firstly we use Google Analytics to assist us in providing you the best website experience possible. More detail follows. Secondly if you are a subscriber or a purchaser of products from our store we will need to take information regarding your name, address, phone number and email address (to ship the goods to you). Obviously we also need your payment details if you choose to pay by debit or credit card and set up a Double Gun Journal account. Card payments are handled by Stripe, which can accept all major debit and credit cards from customers worldwide, and converts currencies easily, and provides market leading security with their anti-fraud system. We have also adopted the use of Paypal for anyone who prefer to have their payments and card details held in a secure wallet without entering the details for each transaction. Both payment gateways are fully international, and tried, trusted, and secure. We have ensured it is still possible to buy products without setting up an account but we will need name, contact details and delivery details to ship a physical product to you.

1) Google Analytics:

The data is collected by the use of cookies and helps us to understand your habits when you are viewing our website or shopping in our store. The data helps us to improve the site to work more efficiently and decide what works and what doesn't so we can develop our service to you. For example the cookies can tell us:

- What device and browser you're using. (Knowing what devices you use helps us optimise the design of our site for those devices to

make them easier to read and use).

- If you are new to the website or have visited before. (This gives us an insight as whether our marketing campaigns are bringing new customers to the site etc).
- What you clicked on and how many times you clicked on it. (This helps us track which parts of our site are most and least popular).
- What you downloaded on the website - (measuring sales).
- How you entered the website, (did you come to our site from a browser search, or social media or another website etc).
- How much time you spent on the website (length of session). (Are we providing sufficient content, and is our website taking too long to give you the items you want).
- What you put in your cart, what you abandoned, and what you purchased, (measuring sales and the popularity of products).

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases, we may provide you with additional notice (such as adding a statement to our website or providing you with a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

Part II - More details of the information we collect

Information You Provide to Us

We collect information you provide directly to us. For example, you share information directly with us when you create an account, purchase a subscription, request customer support, or otherwise communicate with us. The types of personal information we may collect include your name, display name, username, email address, business information, your correspondence, and any other

information you choose to provide.

In some cases, we may also collect information you provide about others, such as when you purchase a subscription or a product as a gift for someone. We will use this information to fulfil your request and will not send communications to your contacts unrelated to your request, unless they separately consent to receive communications from us or otherwise engage with us.

We do not collect payment information through our Services. We rely on third parties to process payments in connection with our Services. Any information you provide to facilitate such a payment is subject to the third-party payment processor's privacy policy, and we encourage you to review this policy before you provide any information to the payment processor.

Information We Collect Automatically When You Interact with Us

In some instances, we automatically collect certain information, including:

- **Activity Information:** We collect information about your activity on our Services, such as your reading history.
- **Transactional Information:** When you purchase a product, we collect information about the transaction, such as subscription details, purchase price, and the date of the transaction.
- **Device and Usage Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Services, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.
- **Information Collected by Cookies and Similar Tracking Technologies:** We use tracking technologies, such as cookies via Google Analytics to collect information about you. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are

popular, and count visits. We gather your IP address, web browser, mobile network information, pages viewed, time spent on pages and links clicked. This information may be used by The Double Gun Journal and others to, among other things, analyse and track data, determine the popularity of certain content, deliver content targeted to your interests on our Services, and better understand your online activity. For more information about cookies and how to disable them, see Your Choices below.

Information We Collect from Other Sources

We obtain information from third-party sources. For example, we may collect information about you from social networks, accounting services providers and data analytics providers. Additionally, if you create or log into your The Double Gun Journal account through a third-party platform (such as our Facebook Group, Google, or social media, we will have access to certain information from that platform, such as your name, lists of friends or followers, birthday, and profile picture, in accordance with the authorisation procedures determined by such platform.

Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your location based on your IP address or infer reading preferences based on your reading history.

USE OF INFORMATION

We use the information we collect to provide, maintain, and improve our Services. We also use the information we collect to:

- Create and maintain your The Double Gun Journal account;
- Process transactions and send related information, such as confirmations, receipts, and user experience surveys;
- Send you technical notices, security alerts, and support and administrative messages;
- Respond to your comments and questions and provide customer

- service;
- Communicate with you about new content, products, services, and features offered by The Double Gun Journal website and provide other news and information we think will interest you (see Your Choices below for information about how to opt out of these communications at any time);
 - Monitor and analyse trends, usage, and activities in connection with our Services;
 - Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of The Double Gun Journal and others;
 - Debug to identify and repair errors in our Services;
 - Comply with our legal and financial obligations; and
 - Carry out any other purpose described to you at the time the information was collected.

SHARING OF INFORMATION

We share personal information in the following circumstances or as otherwise described in this policy:

- We share personal information with office staff, service providers, and consultants that need access to personal information in order to perform services for us, such as companies that assist us with web hosting, storage, and other infrastructure, analytics, payment processing, fraud prevention and security, customer service, communications, and marketing. We keep such communications to a minimum and will not send them if you choose to opt out of this.
- We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements. If we are going to disclose your personal information in response to legal process, we will give you notice so you can challenge it (for example by seeking court intervention), unless we are prohibited by law or believe doing so may endanger others or cause illegal conduct. We will object to legal requests for information about users of our Services that we believe are

improper.

- We may share personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of The Double Gun Journal, our users, the public, or others.
- We share personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- We may share personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- Personal information is shared between and among The Double Gun Journal and any future parents, affiliates, and subsidiaries and other companies under common control and ownership.
- We only share personal information with your consent or at your direction.
- We also share aggregated or de-identified information that cannot reasonably be used to identify you.

TRANSFER OF INFORMATION TO THE UNITED STATES AND OTHER COUNTRIES

The Double Gun Journal is headquartered in the United States, and we have marketing and distributions operations and service providers in the United States and other countries. Therefore, we and our service providers may transfer your personal information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. We will take steps to ensure that your personal information receives an adequate level of protection in the

jurisdictions in which we process it.

YOUR CHOICES

Account Information

You may access, correct, delete and export your account information at any time. Please note that if you choose to delete your account, we may continue to retain certain information about you as required by law or for our legitimate business purposes.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services.

Communications Preferences

You may opt out of receiving certain communications from us by following the instructions in those communications or through your account's profile page. If you opt out, we may still send you administrative emails, such as those about your account or our ongoing business relations.

Mobile Push Notifications

With your consent, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Selling personal information

The Double Gun Journal does not sell your personal information. Subject to certain limitations, you have the right to (1) request to know more about the categories and specific pieces of personal information we collect, use, and disclose about you, (2) request deletion of your personal information, (3) opt out of any sales of your personal

information, if we engage in that activity in the future, and (4) not be discriminated against for exercising these rights. You may make these requests by emailing us. We will verify your request by asking you to provide identifying information.

If we receive your request from an authorised agent, we may ask for evidence that you have provided such agent with a power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. This may include requiring you to verify your identity. If you are an authorised agent seeking to make a request, please contact us via our email - djournal@voyager.net.

ADDITIONAL DISCLOSURES FOR INDIVIDUALS IN EUROPE

If you are located in the European Economic Area (“**EEA**”), the United Kingdom, or Switzerland, you have certain rights and protections under applicable law regarding the processing of your personal data, and this section applies to you.

Legal Basis for Processing

When we process your personal data, we will do so in reliance on the following lawful bases:

- To perform our responsibilities under our contract with you (e.g., providing the products and services you requested).
- When we have a legitimate interest in processing your personal data to operate our business or protect our interests (e.g., to provide, maintain, and improve and deliver our products and services, conduct data analytics, and communicate with you).
- To comply with our legal obligations (e.g., to maintain a record of your consents and track those who have opted out of non-administrative communications).
- When we have your consent to do so (e.g., when you opt in to receive non-administrative communications from us). When

consent is the legal basis for our processing your personal data, you may withdraw such consent at any time.

Data Retention

We store personal data associated with your account for as long as your account remains active. If you close your account, we will delete your account data within 14 days. We store other personal data for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Data Subject Requests

Subject to certain limitations, you have the right to request access to the personal data we hold about you and to receive your data in a portable format, the right to ask that your personal data be corrected or erased, and the right to object to, or request that we restrict, certain processing. To exercise your rights:

- If you sign up for a The Double Gun Journal account, you may at any time request an export of your personal information by emailing us via djournal@voyager.net.
- You may correct information associated with your account from within the website.
- You may withdraw consent by deleting your account at any time from within the website or by requesting us to do it via djournal@voyager.net. (except to the extent The Double Gun Journal is prevented by law from deleting your information).
- You may object at any time to the use of your personal data by contacting us on djournal@voyager.net

Questions or Complaints

If you have a concern about our processing of personal data that we are not able to resolve, you have the right to lodge a complaint with the Data Protection Authority where you reside. Contact details for your Data Protection Authority can be found using the links below:

- For individuals in the EEA: https://edpb.europa.eu/about-edpb/board/members_en
- For individuals in the UK: <https://ico.org.uk/global/contact-us/>

- For individuals in Switzerland:

<https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>

CONTACT US

If you have any questions about this Privacy Policy, please contact us at dgjournal@voyager.net.