

## **LAKESIDE DISCOVERY PRIVACY POLICY**

**Last Updated: January 2021**

This Privacy Policy is designed to explain our online information practices in connection with Lakeside Discovery's web site (the "Site"). Lakeside Discovery is committed to protecting the privacy of its online visitors and does not collect information about you, other than as described below. By using this Site, you are agreeing to this Privacy Policy.

### **Types of Information We Collect and How It Is Used**

#### Information You Provide Us

Lakeside Discovery does not require you to register or provide information to us in order to view our Site. Lakeside Discovery only gathers personally identifying information ("PII"), such as names, addresses, zip/postal codes, e-mail addresses, etc., when voluntarily submitted by a visitor. For example, PII may be collected as part of your signing up for a Lakeside Discovery application form.

Some areas of our Site may require some identification as a part of participation. In each case, the PII required and the uses to which it is put are made clear.

The PII you provide is available to Lakeside Discovery and third-party application service providers involved in the operation of this Site. Although third-party application service providers are generally required to protect your PII, please note that we do not own or control such providers and cannot guarantee their compliance.

#### Other Information Collected

Lakeside Discovery may utilize advertising networks and third party analytics services that automatically collect and temporarily store certain information about your visit to our Site, including (i) the pages of our Site that you visited; (ii) the time and date of your visit; and (iii) the address of the web site you came from when you entered our Site. The information would be aggregated and anonymized, and we would use it to help diagnose problems with our server and to improve our Site's content.

We may also utilize – directly or through a third party service provider – technical methods in HTML emails that we may send to determine whether you have opened those emails or clicked on links in the emails.

### **Interest-Based Advertising and Do-Not-Track Settings**

Interest-based advertising uses information about you to provide relevant, targeted advertising likely to be of interest to you. Click [here](#) for additional information on interest-based advertising.

Although some web browsers offer "do not track" options, the Site does not currently honor "do-not-track" browser settings. If you would like to opt-out of interest-based advertising, please click [here](#). Please note: if you choose opt-out of interest-based advertising, you may continue to see or receive online advertising from us, but such ads may not be as relevant to you.

### **Use of Cookies**

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. We use cookies to enhance your experience on our Site. Cookies in themselves do not identify the individual user, just the computer used. Users may have the opportunity to set their computers to accept all cookies, to notify them when a cookie is issued or not to receive cookies at any time. If you set your browser not to accept cookies, you may not be able to take advantage of the full features of the Site.

### **Sharing of Your Information**

Lakeside Discovery is the sole owner of any information collected on this Site. We will not share your information with any third-party organization for commercial purposes except as noted in this policy.

Lakeside Discovery may share your information, including PII, with affiliated and nonaffiliated third parties as follows: (i) as necessary to provide you with information or materials you request, (ii) to respond to a subpoena or court order, judicial process or regulatory inquiry; (iii) when required by applicable law, including laws outside your country of residence; (iv) to protect or defend against fraud, law suits, claims or other liabilities; (v) to protect the security of our systems, or to protect our rights or property; (vi) in connection with a proposed or actual sale, merger, or transfer of all or a portion of Lakeside Discovery's business; (vii) to otherwise assist Lakeside Discovery in offering products and services and (viii) to social media platforms in order to provide you with information about Lakeside Discovery's activities. Lakeside Discovery has no obligation to notify you of such disclosures, except as required by applicable law.

### **Security of Your Information**

Lakeside Discovery takes steps intended to secure the PII provided to us. For example, PII you provide is accessible only by designated personnel.

No data transmission over the Internet can be guaranteed to be totally secure. While we try to protect your PII, we cannot guarantee the security of any information you transmit to us or that we retain. You use the Site, and provide us with PII, at your own risk.

### **Opt-Out**

If you supply us with your postal address or e-mail address online you may receive periodic mailings from us with information on our programs and services. If you do not want to receive postal mail and/or e-mail from us in the future, please let us know by sending your request via the unsubscribe link contained in all such e-mails or by contacting us as set out below.

Lakeside Discovery will never rent, trade or sell your e-mail address. However, we may on occasion share your name and postal address with our service providers, unless you opt-out. If you would prefer that your name and postal address not be shared with others, simply send us a request via e-mail to [infor@lakesidediscovery.com](mailto:infor@lakesidediscovery.com)

### **Access to and Deletion of Information**

The accuracy of your PII is important to Lakeside Discovery. If you would like to review or delete any other PII you have provided to us, please contact us at the email address below, and we will consider your request. We reserve the right not to agree to any such request if we deem it burdensome or otherwise injurious or inappropriate, except to the extent required by applicable law.

### **External Links**

In order to provide certain services and materials, our Site may allow you to "click" over to other Web sites. This Privacy Policy only applies to the [www.bluefieldinnovations.com](http://www.bluefieldinnovations.com) and does not apply to any third party sites. Lakeside Discovery is not responsible for the privacy practices or content of such other Web sites, even if our name and logo appear on the screen. We recommend that you review the privacy policies on third-party sites before you use any services or programs they offer.

### **Information from Children under Age 13**

Lakeside Discovery does not knowingly solicit or collect PII from anyone under the age of 13. Visitors under the age of 13 should ask their parent or legal guardian for assistance when using [www.bluefieldinnovations.com](http://www.bluefieldinnovations.com) and should not submit any PII to Lakeside Discovery. In the event we learn that we have collected PII from a child under age 13, we will delete that information.

### **Business Transition**

In the event another organization merges with or acquires Lakeside Discovery or substantially all of its assets, your PII may be transferred to that successor or acquiring entity. A court also may order the sale of PII as an asset in a bankruptcy or similar insolvency proceeding.

### **Revision of this Policy**

Lakeside Discovery may revise this Privacy Policy from time to time without advance notice. Accordingly,

we recommend that you check for updates to this Privacy Policy on an on-going basis. If we make any significant changes in the way we use your personal information, we will alert you by posting a prominent notice on our site.

**Contact Us**

If you have any questions about this Privacy Policy, please contact:

Lakeside Discovery  
345 Park Avenue South  
New York, NY 10010  
[info@LakesideDiscovery.com](mailto:info@LakesideDiscovery.com)