

SOLARI PRIVACY POLICY

Last Amended / Effective Date: March 20, 2021

1. Understanding This Privacy Policy

Thanks for visiting Solari, Inc.'s Privacy Policy! Solari, Inc. (also referred to as "Solari," "us," "we") operates the website found at <https://www.solari.com/> (also referred to below as the "Site" or "Website"), hereinafter referred to collectively as the "Service(s)." We take your privacy and information very seriously. To that end, we have this privacy policy to advise you of our rules on handling the information we receive through offering the Services. By accessing and using the Services of the Site, you also agree you reviewed our Privacy Policy and consent to our privacy practices outlined herein. If you do not consent to this Privacy Policy please immediately exit the Site and stop using the Services. Any capitalized terms not defined herein shall have the same meaning as in our Terms and Conditions.

2. How This Policy Applies to You

This Privacy Policy ("Policy" or "Privacy Policy") is effective as of the effective date noted above and will remain in effect until we change it. We reserve the right to change the Privacy Policy at any time and will post changes to the Policy on the Site. You should check the Policy periodically as its terms may change from time to time. If you continue to use the Services, that means you acknowledge and agree to the modified Policy.

We will not use or share your personal or general information with anyone except as described in this Privacy Policy. However, we may release personal or general information without your consent for security purposes, when required by law, or to prevent imminent harm to any person or entity. We cooperate with court orders and law enforcement agencies as required by law. Release of information for security purposes shall be at our sole discretion but done in good faith to maintain the security of the Website and in accordance with this Policy.

The Privacy Policy only applies to the information we collect through means within our control and does not cover information collected due to how the Internet works. This Privacy Policy only covers any information collected through this Site.

3. What You Will Find Here

This Privacy Policy discloses the privacy practices for our Services. This Privacy Policy applies solely to information collected by this Website, except where stated otherwise. It will notify you, among other things, of the following:

- Types of information we collect;
- How it is used;
- Details related to our service providers;
- How we may contact you and how you contact us;
- Information on how this Site uses cookies and on cookies generally;
- How information is secured;
- What happens when you click a link to another site;
- How we ensure the privacy of children;
- Some state- and country-specific privacy information;
- How the Website handles Do Not Track requests from browsers;
- Self-service options for managing your personal information;
- How policy changes will be communicated; and
- Some further information on how to contact us.

4. What We Collect

We do collect some personal information about you through your use of the Services. For instance, when you contact us using our contact form, we collect your name and email. The information we may collect from all Users includes:

1. First name;
2. Last name;
3. Username;
4. Email address(es); and
5. Contact information.

For more information about why we collect this information and how we use this information, see the sections below.

We may automatically track and collect the following categories of information when you visit our Site incidental to the use of the Site (collectively “Traffic Data”):

1. IP address;
2. Your domain server;
3. Types and versions of devices you use to access the Site;

4. Operating systems of devices you use to access the Site;
5. Types of web browsers you use to access the Site;
6. The origin of the link by which you have accessed the Site;
7. Performance metrics related to your use of the Site;
8. Login status and/or last login information related to your use of the Site;
9. The duration of a single session of usage on the Site;
10. Shopping cart abandonment history;
11. Heatmapping of Site usage; and
12. Your search queries made on the Site.

Traffic Data is information that does not generally personally identify you as it is maintained in pseudonymized form, although the data could conceivably be retrieved in an identifiable form. It is helpful for marketing purposes or for improving your experience on the Site. We use Traffic Data for things like traffic analysis of the Website and to determine which features of the Site are most or least effective or useful to you. In general, this information is used in aggregate to make the Website better for you.

When you make a purchase from us, we may collect the following personal information from you:

1. Product preferences and selections;
2. Full name or company name;
3. Address, which may include city, state, postcode/zip code, and country;
4. Phone number;
5. Email address;
6. Order notes;
7. Purchase history;
8. Payment methods used; and/or
9. Coupons or discounts applied.

We may also collect responses to polls or surveys you may choose to answer and your subscription to our newsletter.

All activities in which you may engage on the Website are voluntary. You are not required to provide any personal information to us unless you choose to access features on the Site that require the information—for instance, if you contact us via social media or email.

5. Solari Cookies Policy

Like most websites, Solari uses cookies for a variety of purposes. This Cookies Policy will explain what cookies are, what we use them for, and how you can opt out of using cookies through your browser.

A cookie is a small piece of data sent from a website (like <https://www.solari.com/>) and stored on your computer by your web browser while you are browsing. They are how websites “remember” information about you in order to properly respond when you access website features. Examples include remembering which pages you visited in the past and authenticating whether you can access certain secure information. Some websites also use cookies for gathering marketing data or for other marketing purposes.

By continuing to use the Site, you expressly consent to the use of cookies as described in this Privacy Policy.

We use some cookies in order to allow our site to operate (“Required and Functional Cookies”). These cookies are used for things such as remembering that you’re logged in and are necessary to provide the Services. These cookies can include both permanent and session cookies, and are in general used to improve your experience when interacting with the Site.

We also use cookies (“Analytics Cookies”) for internal analytics purposes. Analytics Cookies are used internally to help website operators understand what their users are doing in order to further customize and develop the website in the future. They are used to show patterns of access by many users on a site.

Our e-commerce service provider, FoxyCart, implements cookies as well; for a full explanation of FoxyCart cookies see the [“Cookies” portion of their privacy policy](#).

Our cookies do not store individual information about a user. Turning off cookies in your browser settings may impact your optimal use of the Site.

6. What Information We Store

The information we store includes, but is not necessarily limited to, information about users (including Subscribers) in order to provide the Services and comply with applicable laws and regulations. We retain all data described in this Privacy Policy indefinitely, subject to applicable legal requirements.

We may also temporarily store Traffic Data for the purpose of ensuring the operation and security of the website.

7. How We Use Your Information

We do not sell your information or use it for purposes of targeted or cross-contextual marketing, and we are strongly committed to not sharing nonpublic information with third parties. Under this Privacy Policy, we may share your information only under particular situations, as described in this Policy.

We do use your information internally, to operate our Services, to improve our Services, to send you information about Solari or our products or services or promotional material from some of our partners, or to contact you when necessary. We do not sell or rent the personal information described in this Privacy Policy to anyone.

We provide some of our Services through contractual arrangements with affiliates, services providers, and partners (collectively, “service providers”). Our service providers may use your personal information to operate our Site and to deliver their services as discussed below in the “Our Service Providers” section. In that case, our service providers may be the ones collecting that information from you on Solari’s behalf. Specially, the personal information listed above as collected when you make a purchase from us is shared with our e-commerce service providers. It is possible your information will be shared or sold as part of a business asset transfer. In these types of transactions, user information is typically one of the business assets that is transferred. Moreover, if Solari, or substantially all of its assets, were to be acquired, User information would be one of the assets that is transferred.

Finally, some specific portions of the Services involve limited disclosure of some personal information. With respect to Solari “Meet & Greet” and similar gatherings sponsored by or conducted from time to time by Solari, third-party Subscribers, convention sponsors (e.g., Weston A. Price Foundation), and others, personal information (e.g., email addresses and phone numbers) of Subscribers and other attendees may be disclosed for the purpose of coordination with such sponsors and to facilitate communication regarding details of such events. We also may share Subscriber contact information with other Subscribers through emails and Ask Catherine scripts and recordings, but only upon request (explicit or implied) by the Subscriber. We will attempt not to include personally identifiable details in Subscriber submissions to Ask Catherine and direct emails, but we cannot assure that other Subscribers cannot identify the Subscriber who has submitted a question or comment by reason of the context or otherwise. Similarly, Subscriber participants in Solari Connect may be able to identify other participants from information submitted by such participants.

8. Our Service Providers

We may employ or otherwise contract with companies and individuals due to the following reasons:

1. To facilitate the provision of our Service to you;
2. To provide the Service on our behalf;
3. To perform Service-related services;
4. To allow you to leave reviews;
5. For marketing; or
6. To assist us in analyzing how our Service is used.

We want to inform the Users that these service providers may have access to your information. The reason for this is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

We will encourage our service providers to adopt and post privacy policies. However, the use of your personal information by our service providers is governed by the privacy policies of those service providers and is not subject to our control.

In particular, we use FoxyCart for purchases you make from us. We use WordPress to collect subscription information. Please see the FoxyCart [terms of service](#) and [privacy policy](#) for more details on how they collect and process your personal information. We do not have access to Subscriber payment information except for those who subscribe using Cash & Coin.

9. Contacting You

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this Privacy Policy. Any newsletter or other mass email communication will comply with all applicable legal requirements, including those of the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (known as the “CAN-SPAM Act”).

10. Your Security and Privacy

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the Internet or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security. By using the Site, you expressly acknowledge and agree that we do not guarantee the security of any data provided to or received by us through the Site and that any personal information, general information, or other data or information received from you through the Site is provided to us at your own risk, which you expressly assume.

Moreover, it's important to recognize that your Internet service provider (ISP) or local authorities may be monitoring your online activities, especially if you live under an authoritarian regime or in a region with heavy Internet surveillance. Even without cookies, or other information our Site collects from you, your browsing can potentially be tracked at a network level (see <https://home.solari.com/faq/>).

If maintaining anonymity is essential, Solari's privacy practices cannot guarantee your anonymity. We encourage you to take additional precautions. The User is responsible for use of privacy-enhancing tools that the User chooses to use. These tools may or may not be supported by our Website. You may wish to visit our Ask Catherine/Tech Corner function and FAQs (<https://home.solari.com/faq/>) for more information.

11. Links to Other Sites

Our Service may contain links to other sites. If you click on such a link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the privacy policy of these websites. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any external sites or services.

This includes links from partners that may use our logos as part of a co-branding agreement. The sites those links can take you to have their own separate privacy policy and, although we seek to protect the integrity of our site, we are not liable for the content and activities of those sites. Your visits and access to such websites is at your own risk. Please note that those other sites may send their own cookies to users, collect data, or solicit personal information.

12. Children's Privacy

We do not knowingly collect personally identifiable information from children under 16 through our website. If you are a parent or guardian and you are aware that your child has provided us with personal information or is using our website without your supervision or consent, please contact us so that we will be able to take the necessary actions.

13. Browser "Do Not Track" Requests

This Site treats the privacy of all users with an equally high level of respect and priority. Thus, as all Users and User information is treated the same, this Site does not acknowledge your browser's "Do Not Track" requests.

14. Changes to This Privacy Policy

We may change how we collect and then use personal information at any time and without prior notice, at our sole discretion. We may change this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by posting the changed Policy on one or more Solari Services. We will also update the "Last Updated Date" at the top of this Privacy Policy. If we let you know of changes through an email communication, then the date on which we send the email will be deemed to be the date of your receipt of that email.

It is important that you review any material changes to the Privacy Policy. If you do not wish to agree to the changes in the Privacy Policy, then we will not be able to continue providing the Services to you, and your only option will be to stop accessing the Solari Site and deactivate your Solari Account.

15. Privacy Regulations

If you are located in the United States of America, Solari is not currently subject to U.S. state omnibus privacy laws. We are not required to comply with data subject requests under those regulations, and may elect to do so at our sole discretion. If Solari becomes subject to any such laws and regulations, this Privacy Policy will be updated to comply with such laws and regulations. That being said, we take the privacy of our Users and members very seriously. If you have any concerns about your privacy, please do not hesitate to contact us at customerservice@solari.com or +1.731.403.6263.

If you are located in the EU or UK, you have the following rights under the General Data Protection Regulation (GDPR) or its UK counterpart:

- **The right to access.** You have the right to request copies of your personal data. We may charge you a small fee for this service, although we will avoid that if we can.
- **The right to rectification.** You have the right to request that Solari correct any information you believe is inaccurate, and/or to complete information you believe is incomplete.
- **The right to erasure.** You have the right to request that Solari erase your personal data, unless certain conditions or exemptions apply.
- **The right to restrict processing.** You have the right to request that Solari restrict the processing of your personal data, unless certain conditions or exemptions apply.
- **The right to object to processing.** You have the right to object to Solari's processing of your personal data, unless certain conditions or exemptions apply.
- **The right to data portability.** You have the right to request that Solari transfer the data that we have collected to another organization, or directly to you, unless certain conditions or exemptions apply. For instance, you can ask us to keep your address on file in case you wish to reactivate your subscription, but to not use your personal information for any other purpose.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, or have any questions, please contact us at customerservice@solari.com or +1.731.403.6263.

If you are located in another jurisdiction with a privacy law applicable to Solari, please contact us at customerservice@solari.com or +1.731.403.6263 and we will work with you to address your concerns and/or effectuate your privacy request. Most such privacy laws are modeled after or otherwise similar to GDPR, and we will work with you to meet any material differences.

If you are located in a jurisdiction that does not protect the privacy of its residents, we may (in our sole discretion) work with you to reasonably address your privacy concerns. However, we also strongly recommend you protect your own privacy, and refer to some of the tools we recommend in this Policy.

16. EU/UK Legal Basis

Where Solari processes the data of an individual subject to GDPR or UK-GDPR, it does so on a number of legal bases. Depending on the type of information processed, our basis for processing can include: (1) your consent; (2) where necessary to perform a contract with you; (3) where necessary for legal compliance purposes; (4) where such processing is necessary to protect the vital interests of you or another person; (5) where the processing is necessary to carry out a task of public interest; and (6) where the legitimate interests of Solari or a third party allow it. Under the GDPR, “processing” means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

The vast majority of the processing done by Solari is done for the purpose of providing the Services, by the consent of users, and/or to fulfill legal obligations.

You have the right to complain to your local data protection authority if you are unhappy with our privacy practices.

17. Self-Service Privacy Options

In addition to the rights outlined in this Privacy Policy, you may be able to review, update, correct, or delete the personal information in your Solari Account without making a request under an applicable privacy law. If you would like to correct your information or cancel your Solari Account entirely, you can do so by logging in to your Account. Note that any reviews, comment postings, Ask Catherine, and Solari Connect comments and questions and similar materials posted by you may continue to be publicly available on the Solari Site in association with your first name or initial, even after your Solari Account is canceled.

18. Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us at customerservice@solari.com or +1.731.403.6263.