

# Privacy Policy

If you've chosen to take advantage of one of our great offers, are a customer, or even subscribed to our blog, this information is for you.

Zeus Weather and the Zeus Team is committed to protecting your privacy. Our privacy policy (the Policy) applies to zeusweather.com (the Website), Zeus Weather Subscriptions (the Subscriptions), and the Zeus Weather Client Tool (the Client Tool). The Policy governs data collection, processing, and usage. We hope that our disclosure increases your trust in us and our service. By using the Website or the Client Tool, you consent to the data practices described in this Policy. If you do not agree with the data practices described in this Policy, you should not use the Website or the Client Tool.

## 1. Important Information

### A. Changes to this Policy

We may periodically update this Policy by posting a new version online. You should check this page to review any changes. If we make any material changes we will notify you by posting the revised Policy on our Website and, if you subscribe to one of our Subscriptions, we will give you notice via email at the address you used to subscribe. If you subscribe to our blog, we will also give you notice via email at the address you used to subscribe. This way you are always aware of what information we collect, how we use it, and under what circumstances, if any, it is disclosed. Your continued use of the Website, the Subscriptions, or continued provision of Personal Information to us will be subject to the terms of the then-current Policy.

### B. Questions

If you have any questions about this Policy or our treatment of the information you provide us, please write to us by email at [info@zeusweather.com](mailto:info@zeusweather.com) with the subject line "Privacy."

## 2. Use of the Client Tool by Zeus Weather

### A. Zeus Weather Subscriptions

Our online Subscriptions allow any individual or company who subscribes to access the Client Tool through a password-controlled entry. This information is seen only by the customer.

### B. Access by the Zeus Team

The Zeus Team will never access your Client Tool unless you request help. If you choose "encrypted" when you enroll for a Subscription, the Zeus Team will not be able to access your site, even if you request help. Zeus Weather does not have access to customer passwords and cannot supply lost passwords. If you forget your password you may reset it on the Client Portal.

## 3. Information We Collect

### A. When You Visit our Website

You are free to explore the Website without providing any information about yourself. When you visit the Website or subscribe to our blog, we may request that you provide Personal Information about yourself, and we will collect Navigational Information.

### B. "Personal Information"

This refers to any information that you voluntarily submit to us that identifies you personally, including contact information, such as your name, e-mail address, company name, address, phone number, and other information about yourself or your business. Personal Information can also include information about any transactions or agreements, both free and paid, that you enter into on the Website, and information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

### C. Location Information

To offer certain Services to our customers we may ask for specific location information. For example, in order to provide you with your local weather forecast, we will ask you to input your zip code.

### D. Navigational Information

This refers to information about your computer and your visits to this Website such as your IP address, geographical location, browser type, referral source, length of visit and pages viewed. Please see the "Navigational Information" section below.

### E. Payment Information

We do not collect and process payment information from you when you subscribe to our Subscriptions. By using Bank of America, a PCI-compliant service provider, we ensure that your Sensitive Information is protected.

## 4. How We Use Information We Collect

We use the information we collect only in compliance with this Policy. Except as described below, we will not rent, share or sell your Personal Information with any person or nonaffiliated company.

### A. Generally

We use information collected on the Website to satisfy your requests or to operate the Subscriptions. For example, to service your Subscription account, conduct a transaction you have initiated, provide support, improve the Website, and compile statistical information about our Customers and their use of the Website.

### B. Use of Personal Information

In addition to the uses identified elsewhere in this Privacy Policy, we may use your Personal Information to: (a) improve your browsing experience by personalizing the Website and to improve the Client Portal; (b) send information to you which we think may be of interest to you by post, email, or other means; (c) send you marketing

communications relating to our business, and (d) calculate statistical information about our users—this information will not be used to identify any individual user.

#### C. Use of Location Information

To offer certain Services to our customers we may ask for specific location information. For example, if you choose to view your local weather by entering your zip code on our homepage, we will store this information in order to provide your forecast on recurring visits to our Website.

#### D. Use of Navigational Information

We use Navigational Information to operate and improve the Website and the Client Tool. We may also use Navigational Information alone or in combination with Personal Information to provide you with personalized information about Zeus Weather.

#### E. Customer Testimonials and Comments

We post customer testimonials and comments on our Website, which may contain Personal Information. We obtain each customer's consent via email prior to posting the customer's name and testimonial.

#### F. Use of Credit and Debit Card Information

Payments are made through Bank of America via their Global Gateway e4<sup>SM</sup> Payment Page, which is a securely hosted web payment form designed to accept internet-based E-commerce transactions. Zeus Weather uses Bank of America's Global Gateway e4<sup>SM</sup> Payment Pages so that we are not exposed to the sensitive payment details required to process your payments. We have access to a toolkit of payment options and fraud prevention tools to keep you protected. Global Gateway e4<sup>SM</sup> Payment Pages redirect you to a payment form hosted by Global Gateway e4<sup>SM</sup>. You will access this via a "Checkout" button within an HTML form on our website.

The Zeus Team uses access codes to make sure payments made through Bank of America's Global Gateway e4<sup>SM</sup> are successful. We promise to protect our access

codes and not permit any third parties to use our access codes who are not otherwise authorized.

Zeus Weather maintains PCI compliance to ensure your Sensitive Information is protected. To learn more about PCI compliance, visit the PCI Security Standards Council's website [here](#).

#### G. Security of your Personal Information

We use a variety of security technologies and procedures to help protect your Personal Information from unauthorized access, use or disclosure. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When sensitive Personal Information (such as geo-location data) is collected on our Website, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

#### H. Social Media Features

Our Website includes Social Media Features, such as the Facebook and Twitter Widgets, which allow you to share or promote information from our Website. By using these Feature you allow Zeus Weather to access your information on those Social Media sites. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Website. You may remain logged in to those Social Media sites until you log off. This Policy does not apply to these features. By using those sites you agree to their policies.

#### I. External Websites

Our Website may provide links to other websites. We do not control, and are not responsible for, the content or practices of these other websites. Our provision of such links does not constitute our endorsement of these other websites, their content, their owners, or their practices. This Policy does not apply to these other websites, which are subject to any policy they may have.

#### J. Blog

We offer a publicly accessible blog. Please keep in mind that if you directly disclose any information through the commenting feature on our blog, this information may be collected and used by others. We will correct or delete any information you have posted on the Website if you so request, as described in the "Opting Out and Unsubscribing" section below.

#### K. Retention of Personal Information

We retain Personal Information that you provide us as long as we consider it potentially useful in contacting you about the Subscriptions or our other services, and then we securely delete the information. We will delete this information from the servers at an earlier date if you so request, as described in the "Opting Out and Unsubscribing" section below. If you terminate your Subscription, we may, unless legally prohibited, delete all related information, including your Personal Information, from the Subscriptions.

#### L. International Transfer of Information

To facilitate our global operations, we may transfer and access Personal Information from around the world, including the United States. This Policy shall apply even if we transfer Personal Information to other countries.

#### M. Purchase or Sale of Business

If we (or our assets) are acquired by another company, whether by merger, acquisition, bankruptcy or otherwise, that company would receive all information gathered by Zeus Weather on the Website and the Client Tool. If due to a sale or purchase there are any material changes to how we handle Personal Information, affected customers who have provided us with an email address will be thus notified.

## N. Compelled Disclosure

We reserve the right to use or disclose your Personal Information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights or to comply with a law, court order, or legal process.

## 5. Navigational Information

### A. Cookies

Zeus Weather uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web Server. Cookies are not used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a Web Server in the domain that issued the cookie to you. One of the chief purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web Server that you have returned to a certain page so the information you previously provided can be retrieved and you can easily use the customized features.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

### B. Other Information Saved

We may collect demographic information, such as your ZIP code, age, gender, preferences, interests and favorites using log files that are not associated with your name or other personally identifying information. We may also collect your IP address, browser type, domain names, access times and referring website addresses. This information is used by Zeus Weather to maintain the quality of the Website and to provide general statistics regarding use of the Website. This type of automatically-collected data may be linked to Personal Information such as name, email address, address, and phone number.

## 6. Opting Out and Unsubscribing

### A. Reviewing, Correcting and Removing Your Personal Information

If you provide us with your Personal Information, you have the following rights with respect to that information:

- To review the user information that you have supplied to us
- To request that we correct any errors, outdated information, or omissions in user information that you have supplied to us
- To request that your user information not be used to contact you
- To request that your user information be deleted from our records
- To opt out of being solicited by Zeus Weather
- To exercise any of these rights, please contact us at [info@zeusweather.com](mailto:info@zeusweather.com) with the subject line "Privacy." We will promptly change, correct, or delete your information and notify you of the action we have taken.

### B. To Unsubscribe From Our Communications

We will not send you unsolicited commercial email in violation of any applicable laws. Should you ever wish to opt out of receiving any commercial email you may unsubscribe from our marketing communications by clicking on the "unsubscribe" link located on the bottom of our e-mails, or by sending us email us at [info@zeusweather.com](mailto:info@zeusweather.com) with the subject line "Opt Out." Customers cannot opt out of receiving transactional emails related to their account with us or their Subscription.

### C. Children's Policy

Zeus Weather does not knowingly collect Personal Information from children under 13. Certain links to other websites or services may be designed for children. These websites are not under our control and we are not responsible for the contents of any linked website or service contained therein. We encourage parents to review the policies of all linked websites and services.