



## ARMADA Training Academy

*Developing Leaders! Building Confidence! Enhancing Efficiency!*

# Privacy Policy

Terms and Conditions | Privacy Policy

Effective Date: May 10, 2021

ARMADA Ltd. ("us", "we", or "our") operate the [www.armadausa.com](http://www.armadausa.com) website (the "Service").

This Privacy Policy ("Policy") informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from [www.armadausa.com](http://www.armadausa.com)

Please read this Policy carefully to understand our practices regarding your information and how we will treat it. If you do not agree with our policies and practices, then please do not use our Service. By using the Service, you agree to the terms of this Policy. This Policy may change from time to time (see below, "Changes to this Privacy Policy"). Your continued use of the Service after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

## Definitions

- **Service:** Service is the [www.armadausa.com](http://www.armadausa.com) website operated by ARMADA Ltd.
- **Personal Data:** Personal Data means data that can be used to individually identify an individual.
- **Usage Data:** Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Cookies:** Cookies are small data files transmitted from a website to your device's hard drive (computer or mobile device).

## Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

### Types of Data Collected

#### Personal Data



While using our Service, we may ask you to provide us with Personal Data including, but not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
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We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

## **Cookies Data**

We collect information automatically through the use of Cookies. You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some portions of our Service. The information we collect automatically does not include Personal Data.

We use Cookies which are essential for you to browse the Service and use its features, such as accessing secure areas of the Service. Without these Cookies, services you have requested, such as maintaining a record of your purchased items (e.g. a shopping cart), cannot be provided. These Cookies do not stay on your device after you close your browser.

## **Use of Data**

ARMADA Ltd. uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

## **For Website Visitors Outside of the United States**



Our Services are designed for use by individuals in the United States only. We do not warrant or represent this Policy or our use of your Personal Information complies with the laws of any other jurisdiction. Furthermore, to provide you with our Service, we may store, process, and transmit information in the United States and other locations around the world, including countries that may not have the same privacy and security laws as yours. Regardless of the country in which such information is stored, we will process your Personal Data in accordance with this Policy.

## Retention of Data

ARMADA Ltd. will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

ARMADA Ltd. will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

## Transfer of Data

Your information, including Personal Data, may be transferred to, and maintained on, computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to United States and process it there.

## Disclosure of Data

### **How We Share Your Information**

We do not sell or lease your Personal Data to any third party. We may disclose your Personal Data to our trusted third-party business partners in accordance with this Policy. We work with a number of partners that help us process your requests, deliver customer service and support, send email marketing communications, and provide experiences that you have come to expect from us. We will share your Personal Data with these third parties in order to fulfill the service that they provide to us. These third-party partners are under contract to keep your Personal Data secure and not to use it for any reason other than to fulfill the service we have requested from them.

There are circumstances where we may decide to buy, sell, or reorganize its business in selected countries. Under these circumstances, it may be necessary to share or receive



Personal Data with prospective or actual partners or affiliates. In such circumstances, we will ensure your information is used in accordance with this policy.

## **Disclosure for Law Enforcement**

Under certain circumstances, ARMADA Ltd. may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

## **Legal Requirements**

ARMADA Ltd. may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of ARMADA Ltd.
- Investigating and helping prevent security threats, fraud, or other malicious activity.
  
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

## **Security of Data**

The security of your data is important to us but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Service, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

## **"Do Not Track" Signals**

We do not support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.



## Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

## Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

- **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the non-Personal Data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

## Payments

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing (e.g. payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with are:

- **PayPal or Braintree**

Their Privacy Policy can be viewed at <https://www.paypal.com/webapps/mpp/ua/privacy-full>



Their Privacy Policy can be viewed at <https://www.authorize.net/company/privacy/>

## Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

## Third-party Websites

This Policy does not apply to websites or other domains that are maintained or operated by third parties or our affiliates. The Service may link to third-party websites and services, but these links are not endorsements of these sites, and this Policy does not extend to them. Because this Policy is not enforced on these third-party websites, we encourage you to read any posted privacy policy of the third-party website before using the service or site and providing any information.

## Your California Rights

Pursuant to California Civil Code Section 1798.83, we will not disclose or share your Personal Information with third parties for the purposes of third-party marketing to you without your prior consent.

Other than as disclosed in this Policy, the Website does not track users over time and across third-party websites to provide targeted advertising. Therefore, the Website does not operate any differently when it receives Do Not Track ("DNT") signals from your internet web browser.

If you are a California consumer, as defined by the California Consumer Privacy Act of 2018, you may be afforded additional rights with respect to your "Personal Information"



as that term is explicitly defined under California law. Any Personal Information we collect is collected for the commercial purpose of effectively providing our services to you, as well as enabling you to learn more about, and benefit from, our services. You may exercise each of your rights as identified below, subject to our verification of your identity.

Access. You may email us at [securenetwork@armadausa.com](mailto:securenetwork@armadausa.com) to request a copy of the Personal Information our databases currently contain.

Prohibit Data Sharing. When applicable, you may prohibit the sharing of your Personal Information by submitting a request via email to [securenetwork@armadausa.com](mailto:securenetwork@armadausa.com). In your email, please explain how you wish us to prohibit the sharing of your Personal Information, and which categories of third parties you want to prohibit from receiving your Personal Information. When such prohibitions are not possible to provide our services to you, we will advise you accordingly. You can then choose to exercise any other rights under this Policy.

Portability. Upon request and when possible, we can provide you with copies of your Personal Information. You may submit a request via email to [securenetwork@armadausa.com](mailto:securenetwork@armadausa.com). When such a request cannot be honored, we will advise you accordingly. You can then choose to exercise any other rights under this Policy.

Deletion. If you should wish to cease use of the Service and have your Personal Information deleted from the Service, then you may submit a request by emailing us at [securenetwork@armadausa.com](mailto:securenetwork@armadausa.com). Upon receipt of such a request for deletion, we will confirm receipt and will confirm once your Personal Information has been deleted. Where applicable, we will ensure such changes are shared with trusted third parties.

In addition to the email address provided above, you may also submit requests at the following toll-free telephone number: 614.431.9700.

We do not sell your Personal Information.

If a California resident exercises his or her rights under California law, including the CCPA, we shall not discriminate against that California resident by denying our goods or services, charging different prices or rates to similarly situated consumers, providing a different level or quality of our goods or services, or taking any other adverse action.

## Changes to This Privacy Policy

If we make any changes to this Policy, a revised Policy will be posted on this webpage and the date of the change will be reported in the "Effective Date" section above. You can get to this page from any of our webpages by clicking on the "Privacy Policy" link (usually at the bottom of the screen). You are advised to review this Privacy Policy periodically for any changes.



## Contact Us

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

- By email: [securenetwork@armadausa.com](mailto:securenetwork@armadausa.com)
- By visiting this page on our website: [www.armadausa.com/Contact](http://www.armadausa.com/Contact)
- By phone number: 614.431.9700