

OUR PRIVACY POLICY



This Privacy Policy was drafted with brevity and clarity in mind. As a result, it is non-exhaustive and we are happy to provide any additional information or explanation needed. Any requests for this should be sent to hikoolaidco@gmail.com.

WHAT THIS PRIVACY POLICY COVERS

- This policy covers how Kool-Aid Factory treats any personal information that it collects and receives. Personal information is information about you that is personally identifiable like your name, company name, or email address, and that is not otherwise publicly available.
- This policy does not apply to the practices of companies that Kool-Aid Factory does not own or control, or to people that Kool-Aid Factory does not employ or manage.
- Kool-Aid Factory is the editorial arm of Kool-Aid Company, a consultancy that partners with organizations to research and implement the tactics Kool-Aid Factory advocates for. As such, the Kool-Aid Company is treated as a trusted partner of Kool-Aid Factory and information may be shared directly with the Kool-Aid Company. The full contents of this Privacy Policy extends to the work of Kool-Aid Company as well.

COPYRIGHT AND USE

- Kool-Aid Factory owns the copyright in the content published on this website except where indicated otherwise.
- You may use material from this website for your own personal use. Please cite Kool-Aid Factory when you do.
- Kool-Aid Factory is not responsible for the content of any website linked from koolaidfactory.com and does not necessarily endorse the views or practices expressed within them.

INFORMATION COLLECTION AND USE

- In order to provide you with our content, products, or services, or to reply to any inquiries, Kool-Aid Factory collects personal information when you sign up for updates, download materials, or send a message from the website.
- Kool-Aid Factory does NOT collect any personal information that is generally considered sensitive such as personal identification numbers, payment information, race, political opinions, religious views, or other such information.
- Kool-Aid Factory may use information for the following general purposes: to contact you, customize the content you see, fulfill your requests for changes or additions to our content, improve our services, contact you, conduct research, and provide anonymous reporting. We may also combine the information we have about you with information we obtain from Kool-Aid Company or business partners or other companies for the same general purposes.

INFORMATION SHARING AND DISCLOSURE

- As a general practice, Kool-Aid Factory does not rent, sell, or share email addresses unless the owner of the email address indicated explicit interest upon request.
- There may, however, be circumstances where Kool-Aid Factory passes on personal data without consent, for example, to prevent and detect crime, to produce anonymised statistics, or to establish or exercise our legal rights or defend against legal claims.
- Kool-Aid Factory reserves the right to transfer information about you if Kool-Aid Factory is acquired by or merged with another company. In this event, we will notify you before information about you is transferred and becomes subject to a different privacy policy.

VISITORS TO OUR WEBSITE

- When someone visits our website we collect standard internet log information and details of visitor behavior patterns. We do this to find out things such as the number of visitors to the various parts of the site.
- This information is only processed in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting our website.

RECIPIENTS OF OUR EMAIL

- We use a third-party provider, Mailchimp, to deliver our e-newsletters. We gather statistics around email opening and clicks using industry standard technologies. For more information, please see [Mailchimp's Privacy Policy](#).

EDITING YOUR EMAIL INFORMATION AND PREFERENCES

- You can request an update to your email information at any time, including preferences. We are happy to assist you in changing your email information details or delete your email address by contacting us at hikoolaidco@gmail.com
- Kool-Aid Factory will not add people to mailing lists. All Kool-Aid Factory mailing lists are strictly opt-in lists.
- We try to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures by emailing hikoolaidco@gmail.com.

CONFIDENTIALITY AND SECURITY

- We limit access to personal information about you to employees who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs.
- We have physical, electronic, and procedural safeguards to protect personal information about you.

PARTNER ORGANIZATIONS

- Kool-Aid Factory works with a number of partner organizations for a variety of common tasks.
 - Website management: WordPress
 - Email delivery : Mailchimp
 - Website Analytics: Google
 - Social Media Integrations: Twitter, LinkedIn

CHANGES TO THIS PRIVACY POLICY

- Kool-Aid Factory may update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified or by placing a prominent notice on our site.

HOW TO GET IN TOUCH

- If you have further questions about this privacy policy, please send an email to hikoolaidco@gmail.com