

# LoveReadings.com - Data storage, Cookie Implementation and Use of PII (Personal Identifiable Information)

Last Updated September 2023

The purpose of this document is to show a visitor and user of LoveReadings.com how our website collects and stores a visitors data to help improve their experience on our site. If you have any questions about this information please email our support dept. at: support@lovereadings.com

The following is a list of services, and their general purpose, our website uses to collect user information. These services may place cookies on a users device, upon visiting the website:

Google Analytics - Website analytics  
Google Adwords - Advertising and remarketing  
Google Tag Manager - Script organaztional tool  
Wordpress - Website platform (there a numerous plugins within wordpress that store cookies)  
Facebook Inc. - Advertising  
Active Campaign - Customer Relationship Managment, Email system  
Clickbank - Merchant provider  
Digistore24 - Merchant Provider  
Leadpages - Page designing tool  
Amazon Web Services - File storage  
Wistia - Video hosting and playback  
Leadquizzes - Quiz taking platform  
Cookiebot - Cookie Consent service  
Tiktok - Advertising

## Typical User Activity

Visit LoveReadings.com

Sign up for a free Opt-in offer

Complete and submit free Opt-in offer

Purchase Product

Cookies are used to track what pages you visit on your device ONLY after visitor accepts Cookie Consent Banner (Consent banner is Only for visitors in Europe and California).  
Data is stored in Active Campaign, Google Analytics, Google Tag Manager, Facebook Advertising & Tiktok Advertising

The free offer will usually consist of a quiz or survey.  
Your answers are stored in your contact profile in Active Campaign and used to suggest products and services to help you achieve your goals

Data collected: First Name, Email Address, IP Address, Country, City, State, Zip Code, Birthday (if entered)  
Where is it stored: Active Campaign  
Other services that use this info: Facebook

Data collected: Full Name, Email, Billing info & Payment info  
Where is it stored: Active Campaign & depending on what payment system selected: Paypal, Clickbank.net or Digistore24

\*All efforts have been made to illustrate what data we collect, how and where we store it and the way in which we use it.

Here are links to more resources about our site:

Privacy Policy: <https://lovereadings.com/privacy-policy/>

Terms Of Use: <https://lovereadings.com/terms-and-conditions/>