

Privacy Policy

This statement discloses the privacy, practices and policies for the **Vital Communication Skills** website, located at www.vitalcommunicationskills.com. This document is intended to inform you of what we do and do not do with the information you provide us in the course of using our website. The www.vitalcommunicationskills.com brand, name, and entity, is a trademark by **Vital Communication Skills** (herein referred to as “VCS”).

Your Privacy is Important

VCS is committed to ensuring your privacy as a customer. We believe ensuring the security of your personal information is an important part of our job, and strive to protect any personal information you may provide us. Your personal information is not loaned, sold or leased to anyone for any purpose.

When does VCS collect your personal information?

In order to operate the website and to provide informational services to you, including information on products and services that may be of interest to you, VCS may collect “contact information” (i.e., information that could be used to contact you such as full name, address, phone number, email address, as well as your computer’s unique IP address), and “demographic information” (i.e., postal code, home town, gender, age, and IP addresses that are not unique to your computer) from you.

How does VCS use your personal information?

VCS will use your personal information for the purposes of a) providing you with any information and/or services you have requested; b) any article-related activities such as requesting your authorization to reprint any submitted articles; and c) notifying you or contacting you regarding any problem with VCS information or services.

Surveys and Newsletters

Through surveys and newsletter registration, our website may request users to give us contact, demographic, and/or financial information. The demographic information is used to enhance user experience so we can be more content specific. The contact information is used to notify users of new content, and to provide surveys and newsletters, via email. Financial information that is collected is used primarily for in-house statistics, advertising, and marketing target information.

Contests and Promotional Offers

We may run contests on our website in which we ask visitors for contact information and demographic information. The user's contact information is used to contact the visitor when necessary, such as if they win a contest or to notify users of upcoming contests. The demographic information is used to perform business analysis and to tailor the website and communications to you.

Contests and Promotional Offers with Select Third Parties

VCS may run contests or other promotional offers in conjunction with select companies other than VCS, including, but not limited to, speakers and corporate organizations. When you choose to participate in these contests or promotional offers, you may be asked to give these third parties your personal information. These businesses operate independently from VCS. Any personal information that is given to them is at your option and is not controlled by our Privacy Policy. To avoid confusion, we will identify these businesses as separate from VCS. We encourage you to read the privacy policies of these businesses if you have any concerns about how they will treat your personal information.

Website Usage, Traffic & Purchasing Patterns

VCS may track customer purchases, related traffic patterns and website usage to help us provide superior customer service and convenient access to our products, direct our merchandise order, and improve customer access website responsiveness and usefulness of the website.

Does VCS Share Your Personal Information?

VCS hires certain trusted companies to act on our behalf by performing such functions as processing credit card payments, and providing customer service. These entities are provided with only the information needed to perform their specific function and they may not use your personal information for any other purposes. They are bound by contract to maintain the confidentiality and security of your personal information, and are restricted from using such information in any way not expressly authorized by VCS.

Your IP Address

Like most e-commerce websites, each time you visit the website VCS automatically collects your IP address and the web page from which you came. In order to administer and optimize the website for you and to diagnose problems with our website, we use your IP address to help identify you and to gather broad demographic information about you.

Use of Cookies

A cookie is a small text file stored on your hard drive. Depending on how you have configured your browser, when you visit the VCS website, we may use cookies. Cookies

are required to shop on our website. We use cookies to assist with anonymous website traffic analysis, which includes tracking the time and date of visits, pages viewed and referring URLs. There are simple ways to either refuse all cookies, or accept them each time they are offered. Consult your browser's help files for assistance on changing cookie settings or removing cookie files.

Website Security

Once our website receives any communication or e-mails from you, we make commercially reasonable efforts to ensure its security on our system.

Unfortunately, no data transmission over the internet can be guaranteed to be 100% secure. As a result, while this website strives to protect your personal information, we cannot warrant the security of any information you transmit to us, and you do so at your own risk.

Unlawful Activities

This website reserves the right to co-operate with local, provincial, national and international authorities in investigations of improper or unlawful activities, and this may require the disclosure of personal information. We may also report to other organizations about improper or unlawful user activities on this website, and this reporting may include disclosure of personal information relating to those individuals conducting such improper or unlawful activities.

Links

We have agreements with third parties which allow you to go to their website directly from the VCS website. If you link to these websites, you may be asked to provide your personal information to them. Please be aware that as you have left our website, VCS is no longer your host, does not control -- and is no longer responsible for -- the policies or practices of the third party and its website. We encourage you to read each website's privacy policy. This Privacy Policy applies solely to the VCS website.

Access and Modification to your Personal Information

At your request VCS will provide you with a statement disclosing all your personal information currently in our possession, and an explanation of how your personal information has been used and/or disclosed by VCS. Your right to access your personal information is subject to applicable legal and commercial restrictions.

If you wish to update your personal information, please visit the member login page on our website to make such changes online, or alternatively you may request that VCS make these changes by contacting VCS directly at the address provided below.

Consent to Transfer

The VCS website is operated in Canada. If you are located in the United States of America, European Union or elsewhere outside of Canada, please be aware that any information you provide to us will be transferred to Canada. By using the VCS website, participating in any of our services and/or providing us with your information, you consent to this transfer. As stated above, we shall protect your personal information using physical, electronic or procedural security measures appropriate to the sensitivity of the information in our custody or control, including safeguards to protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use, or modification.

Modification to Privacy Policy

VCS reserves the right to modify its website policy at any time. This privacy policy is not intended to, and does not create any other contractual or other legal rights for or on behalf of VCS. This policy was last modified on April 30, 2008.

Opting Out

If you wish to have any of your personal information removed from our databases, or if you no longer want us to send any further communications to you, please send a detailed email request to info@vitalcommunicationskills.com

Legal Transfer Agreement

VCS may use or disclose your customer information to parties connected with the contemplated or actual sale, assignment, or other disposal of all or part of our business or assets. In such a transaction, customer information is generally considered one of the transferred business assets, but will remain subject to this Privacy Policy, and may be used and disclosed only for the purposes for which it was collected unless you otherwise consent.

Questions or Comments

If you have questions, comments or concerns regarding our personal information practices and/or our Privacy Policy, please contact us:

by email at info@vitalcommunicationskills.com

Attn: Privacy Officer

Please clearly indicate the information that you wish to review or have changed. We will endeavor to reply to your request as soon as reasonably possible.