

Privacy Policy for The Chess Learning Center

The Chess Learning Center ("we," "us," or "our") operates the website www.chesslearn.com (the "Site"). This Privacy Policy explains how we collect, use, disclose, and manage your personal information when you visit our Site or utilize our services. We are committed to protecting your privacy and ensuring transparency in our data practices.

1. What Type of Information Do We Collect?

We collect various types of information from our site visitors and customers, which may include:

- **Information You Provide Directly:**
 - **Contact Information:** Name, email address, phone number.
 - **Billing Information:** When you purchase software or services, we may collect billing details (e.g., credit card information, billing address). **Note:** We do not directly store full credit card numbers; these are processed securely by our third-party payment processor.
 - **Communication Content:** Information you provide when you communicate with us via contact forms, email, phone calls, or chat.
- **Information Collected Automatically:**
 - **IP Address:** Your Internet Protocol (IP) address.
 - **Device Information:** Type of device, operating system (e.g., iOS), browser type.
 - **Usage Data:** Pages visited, time spent on pages, links clicked, referral sources. This information helps us understand how you interact with our Site.

2. How Do We Collect Information?

We collect information in the following ways:

- **When You Provide It Voluntarily:**
 - When you fill out a contact form on our Site.
 - When you purchase ChessBase 18 software or professional services.
 - When you subscribe to our newsletter or other communications.
 - When you send us an email or communicate with us directly.
- **Automatically Through Technology:**
 - Through the use of cookies and other tracking technologies (explained further below).
 - Through server logs that automatically record information about your device and Browse activity.

3. Why Do We Collect Such Personal Information?

We collect your personal information for the following purposes:

- **To Provide and Improve Our Services:**
 - To process your orders for ChessBase 18 software and professional services.

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- To facilitate remote installation and setup on your devices.
- To schedule and deliver live, one-on-one instruction and personalized training.
- To respond to your inquiries and provide customer support.
- To personalize your experience and tailor our training to your needs.
- **For Communication:**
 - To send you order confirmations, service updates, and important information related to your purchases.
 - To send you newsletters, promotions, and information about new services or ChessBase 18 features (if you have opted in).
- **For Analytics and Marketing:**
 - To analyze Site usage and improve our website's functionality and user experience.
 - To understand our audience and market our services more effectively.
- **For Legal Compliance and Security:**
 - To comply with applicable laws and regulations.
 - To protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others.¹
 - To detect and prevent fraudulent or illegal activities.

4. How Do We Store, Use, Share, and Disclose Your Site Visitors' Personal Information?

- **Storage and Security:** Your personal information is stored securely on Wix's servers and may be stored on our internal systems. We implement reasonable security measures, including encryption and access controls, to protect your data from unauthorized access, alteration, disclosure, or destruction.²
- **Use:** We use your information as described in Section 3 of this policy.
- **Sharing and Disclosure:** We may share or disclose your personal information in the following circumstances:
 - **Service Providers:** We engage trusted third-party service providers to³ perform functions on our behalf, such as payment processing,⁴ website hosting, email delivery, and analytics. These providers have access to personal information only as needed to perform their functions and are obligated to maintain its confidentiality.⁵
 - **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities⁶ (e.g., a court order or subpoena).
 - **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your⁷ personal information may be transferred as part of that transaction.
 - **With Your Consent:** We may share your information with third parties when we have your explicit consent to do⁸ so.

5. How Do We Communicate With Your Site Visitors?

We may communicate with you via:

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- **Email:** For order confirmations, service-related updates, responses to inquiries, and (if you've opted in) marketing communications like newsletters or promotions.
- **Phone:** For customer support, scheduling training sessions, or addressing specific service-related inquiries.

You can opt-out of receiving marketing communications from us at any time by following the unsubscribe instructions included in each email or by contacting us⁹ directly.

6. How Do We Use Cookies and Other Tracking Tools?

Our website uses "cookies" and similar tracking technologies (e.g., web beacons) to enhance your Browse experience, analyze site usage, and support our services.

- **What are Cookies?** Cookies are small text files placed on your device by websites that you visit. They are widely used to make websites work¹⁰ more efficiently, as well as to provide information to the owners of the¹¹ site.
- **How We Use Them:** We use cookies for purposes such as:
 - Remembering your preferences.
 - Analyzing website traffic and usage patterns.
 - Supporting the functionality of our website (e.g., shopping cart functionality).
 - Personalizing content.
- **Third-Party Cookies:** Please note that third-party services, such as Google Analytics or other applications offered through the Wix App Market, which place cookies or utilize other tracking technologies through Wix's services, may have their own policies regarding how they collect and store information. These practices are not covered by this Privacy Policy.
- **Managing Cookies:** You can control and/or delete cookies as you wish. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being¹² placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

7. How Can Your Site Visitors Withdraw Their Consent?

You have the right to withdraw your consent for the collection and processing of your personal information at any time. You can also request to access, correct, or delete your personal information.

To withdraw your consent, or to exercise your rights regarding your personal data, please contact us at [Insert your contact email here, e.g., privacy@chesslearn.com] or [Insert your phone number here]. We will respond to your request in accordance with applicable laws.

8. Privacy Policy Updates

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We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational,¹³ legal, or regulatory reasons. We will notify you of any material changes by posting the new Privacy Policy on this page and updating¹⁴ the "Last Updated" date. We encourage you to review this Privacy Policy periodically for any changes.¹⁵

9. Questions and Your Contact Information

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

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Telephone: 614-231-9591
Email: Info@ChessLearn.com
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