

# Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to the Bayyinah Institute website.

## **1. Collection of your Personal Information**

Bayyinah Institute will collect personally identifiable information, such as your name, email address, physical address, and credit card or debit card information should you purchase any tool or service or become a registered member.

This information is used to complete the purchase transaction and provide for your membership. Bayyinah Institute may also collect anonymous demographic information, which is not unique to you, such as your age, and gender. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by Bayyinah Institute. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Bayyinah Institute website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Bayyinah Institute's public message boards, this information may be collected and used by others.

Bayyinah Institute encourages you to review the privacy statements of websites you choose to link to from Bayyinah Institute so that you can understand how those websites collect, use and share your information. Bayyinah Institute is not responsible for the privacy statements or other content on websites outside of the Bayyinah Institute website.

## **2. Use of your Personal Information**

Bayyinah Institute collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Bayyinah Institute may also use your personally identifiable information to inform you of other products or services available from Bayyinah Institute and its affiliates. Bayyinah Institute may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Bayyinah Institute does not sell, rent or lease its customer lists to third parties.

Bayyinah Institute may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such

third parties are prohibited from using your personal information except to provide these services to Bayyinah Institute, and they are required to maintain the confidentiality of your information.

Bayyinah Institute may keep track of the websites and pages our users visit within Bayyinah Institute, in order to determine what Bayyinah Institute services are the most popular. This data is used to deliver customized content and advertising within Bayyinah Institute to customers whose behavior indicates that they are interested in a particular subject area.

Bayyinah Institute will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Bayyinah Institute or the site; (b) protect and defend the rights or property of Bayyinah Institute; and, (c) act under exigent circumstances to protect the personal safety of users of Bayyinah Institute, or the public.

We will, from time to time, send you marketing emails concerning third parties. You will be provided with an opt-out function for the same.

### **3. Use of Cookies**

The Bayyinah Institute website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Bayyinah Institute pages, or register with Bayyinah Institute site or services, a cookie helps Bayyinah Institute to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Bayyinah Institute website, the information you previously provided can be retrieved, so you can easily use the Bayyinah Institute features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Bayyinah Institute services or websites you visit.

### **4. Security of your Personal Information**

Bayyinah Institute secures your personal information from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

## **5. Children Under Thirteen**

Bayyinah Institute does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

## **6. Opt-Out & Unsubscribe**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information.

## **7. Changes to this Statement**

Bayyinah Institute will occasionally update this Statement of Privacy to reflect company and customer feedback. Bayyinah Institute encourages you to periodically review this Statement to be informed of how Bayyinah Institute is protecting your information.

## **8. Contact Information**

Bayyinah Institute welcomes your questions or comments regarding this Statement of Privacy. If you believe that Bayyinah Institute has not adhered to this Statement, please contact Bayyinah Institute at: [TV@Bayyinah.com](mailto:TV@Bayyinah.com)