

Privacy

Your Privacy is Important to Us

LAST REVISED – October 21, 2020

At Edifice Analytics, Inc. ("Edifice Analytics", "we", "our", or "us"), customer privacy is very important to us. We want you to feel as comfortable as possible visiting the vistafinishing.com website ("Site"). This Privacy Statement will tell you, as of the "Last Revised" date set forth at the beginning of this Privacy Statement, what information Edifice Analytics, Inc. collects, uses, maintains, and discloses from users (each, a "User"). This privacy statement applies to the Site and all products and services offered by Edifice Analytics, Inc.

INFORMATION WE COLLECT

Personal identification information We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our Site, register on the Site, place an order, subscribe to the newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number, and credit card information. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Cookies Similar to other commercial Sites, our Site may use standard technologies such as "cookies" and web server logs to collect information about how our Site is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our website, and the websites visited just before and just after our Site. Our Site may use "cookies" to enhance the overall User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert User when cookies are being sent. If a User does so, note that some parts of the Site may not function properly for such User. Edifice Analytics, Inc. does not currently actively respond to "Do Not Track" browser signals or mechanisms, but we're always open to hearing from customers for whom this issue is really important.

HOW WE USE YOUR INFORMATION

Edifice Analytics, Inc. may collect and use Users information for the following purposes:

To improve customer service Information that the User provides helps us respond to User customer service requests and support needs more efficiently.

To personalize user experience We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.

To improve our Site We may use User feedback provided to improve our products and services.

To process payments We may use the information Users provide about themselves when placing an order to provide service to that order. We do not share this information with outside parties except to conduct the business of and marketing of Edifice Analytics, Inc.

To run a promotion, contest, survey or other Site feature To send Users information about topics we think will be of interest to them.

To send periodic emails We may use the email address to send User information and updates pertaining to a User order. It may also be used to respond to User inquiries, questions, and/or other requests. If User is opted-in to our mailing list, User can receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include unsubscribe (or opt-out) instructions at the bottom of each email or User may contact us via our Site.

PROTECTING YOUR INFORMATION

We adopt data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site. Sensitive and private data exchange between the Site and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures. Our Site is also in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users.

WE DO NOT SELL YOUR PERSONAL INFORMATION

We do not sell your personally identifiable information to anyone. We share your personal information only as described below We may provide to a third party information that is necessary to fulfill an order a User has placed with us, for example; providing a shipping carrier your address and if you pay by a credit or debit card, User card number and sales transaction information are passed on to the card processor and/or issuer (including their service providers such as fraud verification services). We may also use third party-service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share User information with these third parties for those limited purposes.

THIRD-PARTY SITES & SERVICES

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be changing periodically. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies. Although we have taken technical, administrative and physical measures to protect your information from loss, misuse, or alteration by third parties, there is always some risk (e.g. loss or theft) involved in transmitting information over the Internet.

ANALYTICS & ONLINE ADVERTISING

This Site uses various analytics and online advertiser services to collect information to make our advertising more effective. This Site uses third-party cookies and first-party cookies together to inform, optimize, and serve ads based on your past visits to our Site. Our Site uses this information to remarket with online advertisers, meaning third-party vendors might show our ads on sites across the Internet. You may choose to manage the online advertising you see using any vendors settings provided.

CHANGES TO THIS PRIVACY STATEMENT

Edifice Analytics, Inc. has the discretion to update this privacy statement at any time. When we do, we will revise the updated date at the top of this privacy statement. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy statement periodically and become aware of modifications.

YOUR ACCEPTANCE OF THESE TERMS

By using this Site, you signify your acceptance of this privacy statement and applicable Terms of Service. If you do not agree to this privacy statement, please do not use our Site. Your continued use of the Site following the posting of changes to this privacy statement will be deemed your acceptance of those changes.

HOW YOU CAN CONTACT US

If you have any questions about this Privacy Statement, the practices of this site, or your dealings with this Site, please email us at info@edificeanalytics.com.