



## How Do We Use Your Information?

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information. We use the order information that we collect generally to fulfill any order placed for our guidebook through our website. Additionally, we use your personal information to communicate with you, filter orders for potential risk or fraud. When in line with the preferences you have shared with us, provide you with information or advertising relating to our products and services. We use the device information that we collect to help us filter for potential risk and fraud (in particular, your IP address), and more generally, to improve and optimize our site (for example, by generating analytics about how our customer’s browse and interact with the site, and to access the success of our marketing and advertising campaigns.