



UNMAKE TRADITION.

hermag.co

Privacy Policy

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At HER Magazine™, it's our mission to provide users with rich, interactive online experiences. From award-winning journalism on HER Magazine™, to the latest on our Pillars - Self, Purpose, Success, Money, Legacy on our website, plus APP, and other services - everything is designed to keep you informed, entertained and delighted.

We're always working to make our services better. One of the ways we do that is by analyzing information we collect and receive about users in order to figure out what they might be interested in. This helps us develop more engaging content and provide more effective advertising, which enables us to keep most of our services free.

This Privacy Policy describes how we handle the information we collect and receive about users. There are three things you should keep in mind as you read it:

- First, the Privacy Policy applies to HER Magazine™ and our company, Ishtar LLC services that link to or refer to this Privacy Policy. These services include websites, mobile apps, other online services and anything else that links to or refers to this policy. To keep things simple, we refer to all these services as our "Services."
- Second, the Privacy Policy applies no matter what computer or device you use to access our Services.
- Third, we may provide additional information about the privacy practices of some of our Services.

We've done our best to keep this Privacy Policy short and simple, but if you have any questions about it, we hope you'll let us know.

Information We Collect and Receive

We collect and receive information about users in a few different ways:

- **Information you give us**. You can give us information directly. For example:
 - When you sign up or subscribe to our website or APP, you may give us information such as your name, and email address.
 - When you purchase one of our paid services, you give us your billing information, which may include your credit card data.
 - When you post comments in response to a story or video on any of our Services, we-and other users-receive that information; and
 - When you otherwise contact us or provide us information directly.
- **Information we collect or receive when you use our Services**. We also collect or receive information when you use our Services. We collect some of this information using **cookies, web beacons, and other technologies**. Depending on how you access and use our Services, we may receive:
 - *Log information*. This is information we automatically collect and store when you use our Services or other companies' websites and apps.
 - It may include, for example:
 - Information about your interactions with the websites, apps, and other services you use, the content you view, the search queries you submit, and information in **cookies and similar technologies**;
 - Information about how you access those websites, apps, and other services, your browser or operating system, your Internet Protocol ("IP") address, and the website you visited before visiting our Services.
 - *Device information*. This is information we automatically collect and store about the device you use when you access our Services
 - (Note that by "device," we mean anything you use to access our Services. For more information about our privacy practices in connection with mobile devices. Device information includes, for example:
 - The type of device you're using (e.g., an iPhone)
 - Your Internet service provider.

- **Information from third-party sources.** We may receive additional information about you that is publicly or commercially available and combine that with the information we have collected or received about you in other ways. Also, we receive information about you when you choose to connect with social networking services while using our Services.

How We Use the Information We Collect and Receive

We use the information we collect and receive for the following general purposes:

- **To provide our Services.** We use the information we collect and receive to provide you with the Services you use or request. For example:
 - If you sign up to receive the daily headlines from our digital publication, we'll use your email address to deliver them to you.
- **To improve our Services.** We also use the information we collect and receive to provide
- **To provide effective advertising.** Many of our Services are supported by advertising, and some of our Services provide advertising on our websites and apps, and on third-party websites and apps. We use the information we collect and receive to make the advertising we provide more effective. Some of the ways we do this are:
 - Showing you ads based on your online activities, such as the websites and applications you use, the content you view, and the searches you submit on those applications
 - Limiting the number of times you see the same ad; and
 - Measuring the effectiveness of the ads we serve.

How We Share the Information We Collect and Receive

We don't rent or sell personal information to third parties for their marketing purposes. But we may share certain information we collect or receive with third parties to provide products and services you have requested, when we have your consent, or as described in this Privacy Policy.

We may share information with:

- **Business partners.** We may share non-personally identifiable information with select business partners, who may use the information for a variety of purposes, including to provide you with relevant advertising.
- **Other parties in response to legal process or when necessary to protect our Services.** We may disclose your information-including the contents of your communications with other parties-to other parties, such as when we have a good faith belief that:
 - It is necessary to respond to lawful governmental requests or legal process (for example, a court order, search warrant, or subpoena);

- The information is relevant to a crime that has been or is being committed;
- An emergency exists that poses a threat to your safety or the safety of another person; or
- It is necessary to protect the rights or property of Ishtar LLC.
- **Other parties in connection with certain business transactions**. In the event that the ownership of Ishtar LLC. or an affiliate or their assets changes as a result of a merger, acquisition, sale of assets, or in the unlikely event of a bankruptcy, your information may be transferred to another company. If we believe a transfer results in a material change in the use of the information we've collected or received about you, you will be given the opportunity to opt out of the transfer.

If you choose to connect with a social networking service, such as Facebook, we may share information with that service, and that service may share information about you with us. We may use the information for the reasons explained in this Privacy Policy, but the main reason we use it is to make your experience on our Services more personal and social. For example, we might show you what content is popular among your connections on the social networking service or give you a glimpse of what your friends are saying about that content.

It's important to remember that we don't control the privacy practices of these (or any other) third-party services. So we encourage you to read the privacy policies of the services before connecting to them.

Our Commitment to Security

Although no one can guarantee the security of the information collected and received, we do employ a number of safeguards intended to mitigate the risk of unauthorized access or disclosure of this information. Examples of the types of safeguards we may provide (depending on the circumstances) include:

- Storing the data you provide in controlled facilities;
- Using HTTPS encryption when you authenticate (i.e., log into one of our Services), which helps prevent unauthorized access to your login credentials;
- Limiting access to personal information to employees who need that access to perform their jobs; and
- Providing company-wide training on privacy and data security.

International users

Ishtar LLC/HER Magazine™ is based in the United States, and, regardless of where you use our Services or otherwise provide information to us, the information may be transferred to and maintained on servers located in the U.S. Please note that any information we obtain about you will

be stored in accordance with U.S. privacy laws, regulations, and standards, which may not be equivalent to the laws in your country of residence. By using our Services or by providing us with your information, you consent to this collection, transfer, storage, and processing of information to and in the U.S.

How to Contact Us

If you have questions or concerns about this Privacy Policy or about Ishtar LLC's privacy practices in general, please send us an [email](#).

Changes to This Privacy Policy and Additional Information

We may update this Privacy Policy from time to time, and so you should review this Policy periodically. If there are significant changes to Ishtar LLC's information practices, you will be provided with appropriate online notice.