

Privacy Policy

Effective Date of Policy: July 18, 2016

This Privacy Policy discloses the privacy practices for Ice Rover, Inc., <http://www.rovrproducts.com> and any Ice Rover mobile app.

WHAT INFORMATION DO WE GATHER ABOUT YOU?

We collect information from you when you access <http://www.rovrproducts.com> and when you utilize our Ice Rover mobile applications, if any, to conduct any transactions.

GENERAL

The responsible use of personal information requires that ICE ROVER, INC. respect individual privacy, protect against identity theft and other unauthorized uses, and comply fully with all applicable laws and government regulations in the collection, use, storage, display, distribution and disposal of such information.

FOR WHAT DO WE USE YOUR INFORMATION?

We use your information to provide the services identified on the ICE ROVER, INC. website and mobile applications. We also use your IP address to help diagnose problems with our server and to administer our website and mobile applications by identifying (1) which parts of our site are most heavily used, and (2) the sources of our user activity. We do not link IP addresses to anything personally identifiable. This means that user sessions will be tracked, but the users will remain anonymous. The email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions.

User information may be shared with third-parties to the extent necessary to facilitate third-party sale and purchase transactions and to third-party partners to provide and improve web or mobile services or other communications to users. Any third parties who receive user information for this purpose are prohibited from using or sharing user information for any purpose other than providing services to users.

We may also provide your information to third parties in circumstances where we believe that doing so is necessary or appropriate to: satisfy any applicable law, regulation, legal process or governmental request; detect, prevent or otherwise address fraud, security or technical issues; or protect the rights, property or safety of us, our users or others.

DEVICE AND OTHER INFORMATION COLLECTED BY US

We may collect non-personal information about the computer, mobile device or other device you use to access ICE ROVER, INC., such as IP address, geolocation information, unique device identifiers, browser type, browser language or other information of this nature and also non-personally identifiable information related to the services provided through the ICE ROVER, INC. website and mobile applications. We use this information in an aggregate fashion. At no time do we disclose site usage or platform activity by individual IP addresses. Web server logs are retained on a temporary basis and then deleted from our systems.

COOKIES

Cookies are small files that are stored on your computer (unless you block them). We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

THIRD-PARTY COOKIES

Cookies may be set by an organization other than ICE ROVER, INC.. These "third-party cookies" may, for example, originate from websites such as YouTube, Twitter, Facebook, Google Plus or other social media services for which ICE ROVER, INC. has implemented "plug-ins." Since the cookie policies of these sites change over time, you should determine their policies by visiting the privacy policy pages of these sites directly. You may disable cookies through your individual browser options.

LINKS TO THIRD-PARTY WEBSITES

We may provide hyperlinks to third-party websites as a convenience to users of ICE ROVER, INC. ICE ROVER, INC. does not control third-party websites and is not responsible for the contents of any linked-to, third-party websites or any hyperlink in a linked-to website. We are not responsible for the privacy practices or the content of third-party websites.

EMAIL POLICY

We will not share, sell, rent, swap or authorize any third party to use your email address for commercial purposes without your permission.

USER GENERATED CONTENT (INCLUDING COMMENTS AND PROFILES)

We may offer opportunities for you to engage in discussions or provide feedback on the ICE ROVER, INC. services. Any information you disclose in your submission of comments, including name, email, website, and the comment itself is property of ICE ROVER, INC. and visible on internal servers. Comments are up to the discretion and approval of ICE ROVER, INC. moderators.

INFORMATION PROTECTION

To prevent unauthorized access, maintain data accuracy and ensure the appropriate use of information we gather about you, we have taken commercially reasonable steps to protect the information. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure.

CHANGES TO THIS POLICY

This Privacy Policy may be amended from time to time. Any such changes will be posted on this page.