

PRIVACY POLICY

This web site is owned by and operated on behalf of John Gorrie Investment Group, LLC. By visiting the web site www.TheJohnGorrie.com (the "Site") and/or by registering on the Site, you signify your agreement with this Privacy Policy, which governs how we may collect, use, correct and share information collected through the Site. This Policy does not apply to any information collected outside of the Site. PLEASE READ THIS POLICY CAREFULLY. IF YOU DO NOT AGREE WITH THIS POLICY, PLEASE DO NOT USE THE SITE.

We reserve the right, in our sole discretion, to modify, alter or otherwise update this Privacy Policy ("**Revised Policy**") at any time without prior notice. The Revised Policy shall be effective thirty (30) days after posting ("**Notice Period**"), and shall govern your rights and our obligations with respect to the use, disclosure and protection of your Personal Information. If you have provided us with your email address during registration, we will use that email address to notify you concurrent with posting of the Revised Policy. Your continued use of the Site following the Notice Period will mean you accept application of the Revised Policy to any personal information you have previously provided to us.

Information We Collect

We collect two (2) types of information about you, our users: 1) personally identifiable information that you provide through optional, voluntary registration on the Site ("**Personal Information**"); and 2) non-personally identifiable information, which is data that does not identify you specifically and is usually aggregated so that we may measure Site performance, tailor Site content to fit your needs better, and to help our advertisers understand our audience. The Site and all Personal Information collected through the Site are hosted and stored in the United States.

Personal Information. We only collect Personal Information that is necessary for business purposes. We collect Personal Information by specifically requesting it from you. Generally this occurs when, you register on the Site, request information from us, or participate in activities on the Site, such as any promotional offers and sweepstakes. At such times, you give personal information such as your name, postal address, e-mail address, and telephone number.

Non Personal Information. While you are visiting the Site, the computers that host the Site collect certain information such as the type of browser you are using, your computer's operating system, the web pages you visit, and your IP address. We collect this non-personally identifiable information primarily to track the performance of the Site and – to the extent we allow third parties to place ads on the Site – to report aggregated information to these advertisers and our business partners. We do not normally link IP addresses to anything personally identifiable. We can and will use IP addresses to identify a User when we feel it is necessary to enforce compliance with the Site's Terms of Use or to protect our service, the Site, Users or others.

Another source of non personal information is cookies. Cookies are small pieces of information that a web site sends to your computer for record-keeping purposes, which information is stored in a file on your computer. Cookies make web-surfing easier for you by saving your preferences so that we can use the saved information to facilitate your use of the Site when you return. Cookies do not tell us your individual identity unless you have chosen to provide it to us, nor does your accepting a cookie in any way gives us access to your computer. We never save passwords or credit card information in cookies. Cookies help us see which Site areas are popular and which are not. The cookies that the Site places on your computer remain until you remove them. You can delete your cookie files at any time, and you can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, note that some parts of the Site may not function properly or may be considerably slower if you refuse cookies.

How We Use Personal Information

We will use Personal Information only as stated in this Privacy Policy. We may use Personal Information in many ways, including sending you information on products and/or services, special deals, promotions or other opportunities such as sweepstakes. We may use Personal Information to complete transactions requested by you (such as your purchase of a product or service offered on the Site), or to send you administrative communications about features of the Site, including any future changes to this Privacy Policy. We may use Personal Information to personalize the Site, and to send you emails regarding products and/or services that we think you may find interesting, whether these are from us or a third party. We also use your Personal Information for internal quality assurance purposes.

Information Sharing and Disclosure

We generally will not disclose Personal Information except when we have your permission. For example, if you purchase a product or service via the Site, we will need to share basic information with third parties responsible for either fulfillment or delivery of your purchase. Some third parties, such as the company hosting our web site or marketing consultants, may have access to Personal Information, but this will always be restricted by contract so that they may not use the Personal Information for their own purposes and are obliged to keep it confidential.

There may also be special circumstances in which we disclose Personal Information to a third party. For example, we may disclose Personal Information if required to do so by law, court order or as requested by a governmental or law enforcement authority or in special cases when we have reason to believe that disclosing this Personal Information is otherwise necessary or advisable. We may also disclose Personal Information to protect the rights or properties of John Gorrie Investment Group, LLC, our members or others, or when we have reason to believe that disclosing the information is necessary or advisable, including but not limited to, the following situations: to identify, contact or bring legal action against someone who may be violating the Site's Terms of Use, or may be causing or threatening to cause injury or damage to or interference with (either intentionally or unintentionally) any of our rights or properties, or the rights or properties of our employees, or customers, or anyone else that could be harmed by such activities. Further, we may disclose Personal Information or access account information for administrative and other purposes that we deem necessary, in our sole discretion, such as to maintain, service, and improve the Site, information, products and/or services, or as part of the sale or transfer or some or all of our company or assets.

How can You control the usage of Your Personal Information?

In case you change your mind about Personal Information that you have provided to us, or some Personal Information is out of date, is inaccurate, or otherwise changes (such as your zip code or e-mail address), you may change this information within your profile page on the Site. For Personal Information not available on a profile page, please contact us via email at info@TheJohnGorrie.com or call at (904) 383-3688. If you no longer wish to receive email marketing communications, please either follow the unsubscribe instructions at the bottom of any electronic marketing communications or call us at the number above.

What happens when You link to a third party Web Site?

This Privacy Policy applies only to the Site. If you "click" on a banner or other advertisement on the Site, the "click" may transfer you off Site. Once you link to a third party web site and leave our Web Site, your interaction with these third party web sites will no longer be governed by our Terms of Use or Privacy Policy. These third party web sites may have separate privacy and data collection practices, and security measures. You should read and understand the terms governing any third party web site, as we can take no responsibility for how any other web site collects and uses information. Accordingly, your use of these third party sites is at your own risk and is subject to the terms of use and policies set forth at such sites. Our inclusion of hyperlinks to these third party web sites does not imply any endorsement of the material on such web sites or any association with their owners or operators.

How We Secure Your Personal Information

The security of all information associated with our users is important to us. We apply commercially reasonable administrative, technical and physical measures designed to ensure the security and integrity of Personal Information. However, because the Internet is an open system, we cannot guarantee the security of your Personal Information.