

Privacy Policy

Effective Date: [4/09/25] ***Last Updated:*** [4/09/25]

SmokeFree.com ("we," "our," or "us") is committed to protecting your privacy and personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website smokefree.com and use our smoking cessation resources, workbooks, and support services.

Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access or use our website or services.

1. Information We Collect

1.1 Personal Information

We may collect personal information that you voluntarily provide to us when you:

- Register for an account on our website
- Download workbooks or resources
- Subscribe to our newsletter or communications
- Participate in surveys or questionnaires
- Contact us through our contact forms or support channels
- Participate in community forums or support groups

This personal information may include:

- Name and contact information (email address, phone number, mailing address)
- Demographic information (age, gender, location)
- Smoking history and cessation goals
- Health-related information relevant to smoking cessation
- User account credentials and preferences
- Communication preferences and marketing consents

1.2 Usage Data and Analytics

We automatically collect certain information when you visit our website, including:

- IP address and general location information
- Browser type, version, and operating system
- Device information and screen resolution
- Pages visited, time spent on pages, and navigation patterns
- Referring website and search terms used
- Date and time of visits and interactions

1.3 Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to enhance your experience and collect usage information. For detailed information about our cookie practices, please see Section 6 of this Privacy Policy.

2. How We Use Your Information

We use the information we collect for the following purposes:

2.1 Service Provision and Improvement

- Provide, maintain, and improve our smoking cessation resources and services
- Personalize your experience and tailor content to your needs
- Process downloads and deliver requested materials
- Facilitate community support and peer connections
- Monitor and analyze usage patterns to improve our website and services

2.2 Communication and Support

- Send you important updates about our services and policies
- Respond to your inquiries and provide customer support
- Send newsletters, tips, and educational content (with your consent)
- Notify you about new resources, programs, or features

2.3 Legal and Administrative Purposes

- Comply with legal obligations and regulatory requirements

- Protect our rights, property, and safety, and that of our users
 - Prevent fraud, abuse, and unauthorized access
 - Enforce our Terms of Service and other agreements
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3. Information Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties. We may share your information only in the following circumstances:

3.1 Service Providers

We may share information with trusted third-party service providers who assist us in operating our website and delivering our services, such as:

- Web hosting and cloud storage providers
- Email marketing and communication platforms
- Analytics and performance monitoring services
- Customer support and help desk services

These service providers are contractually bound to protect your information and use it only for the purposes we specify.

3.2 Legal Requirements

We may disclose your information if required to do so by law or in response to:

- Valid legal process, such as subpoenas or court orders
- Requests from law enforcement or government agencies
- Protection of our rights, property, or safety
- Prevention of fraud or illegal activities

3.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the acquiring entity, subject to the same privacy protections outlined in this policy.

3.4 Aggregated and Anonymized Data

We may share aggregated, anonymized, or de-identified information that cannot reasonably be used to identify you for research, marketing, or other business purposes.

4. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. Our security measures include:

- Secure Socket Layer (SSL) encryption for data transmission
- Regular security assessments and updates
- Access controls and authentication measures
- Employee training on data protection and privacy
- Secure data storage and backup systems
- Incident response and breach notification procedures

Important Note: While we strive to protect your personal information, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security but continuously work to maintain the highest standards of data protection.

5. Your Rights and Choices

Depending on your location and applicable laws, you may have the following rights regarding your personal information:

5.1 Access and Portability

- Right to access your personal information we hold
- Right to receive a copy of your data in a portable format
- Right to know how your information is being used

5.2 Correction and Updates

- Right to correct inaccurate or incomplete information
- Right to update your personal information and preferences

- Ability to modify your account settings and communication preferences

5.3 Deletion and Restriction

- Right to request deletion of your personal information
- Right to restrict or limit the processing of your data
- Right to withdraw consent where processing is based on consent

5.4 Marketing Communications

- Right to opt-out of marketing emails at any time
- Unsubscribe links provided in all marketing communications
- Granular control over communication preferences

5.5 Exercising Your Rights

To exercise any of these rights, please contact us using the information provided in Section 11 of this Privacy Policy. We will respond to your request within the timeframes required by applicable law.

6. Cookie Policy

6.1 What Are Cookies

Cookies are small text files stored on your device when you visit our website. They help us provide you with a better browsing experience and allow us to analyze website usage.

6.2 Types of Cookies We Use

Essential Cookies: Necessary for the website to function properly and cannot be disabled.

Analytics Cookies: Help us understand how visitors interact with our website by collecting and reporting information anonymously.

Functional Cookies: Enable enhanced functionality and personalization, such as remembering your preferences.

Marketing Cookies: Used to track visitors across websites to display relevant and engaging advertisements.

6.3 Managing Cookies

You can control and manage cookies in various ways:

- Browser settings: Most browsers allow you to refuse or accept cookies
- Cookie banner: Use our cookie consent banner to manage preferences
- Opt-out tools: Use industry opt-out tools for advertising cookies

Please note that disabling certain cookies may impact the functionality of our website.

7. Third-Party Services and Links

7.1 Third-Party Services

Our website may integrate with third-party services such as:

- Google Analytics for website analytics
- Social media platforms for sharing and engagement
- Email service providers for communications
- Payment processors for any paid services
- Support and help desk platforms

These services may collect information according to their own privacy policies, which we encourage you to review.

7.2 External Links

Our website may contain links to external websites and resources. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any external sites you visit.

7.3 Social Media Features

Our website may include social media features such as sharing buttons. These features may collect information about your visit and may set cookies. Your interactions with these features are governed by the privacy policies of the respective social media companies.

8. Children's Privacy

Our services are intended for adults aged 18 and older. We do not knowingly collect personal information from children under 18 years of age. If we become aware that we have collected personal information from a child under 18, we will take steps to delete such information from our records.

If you are a parent or guardian and believe that your child has provided us with personal information, please contact us immediately using the contact information provided in this Privacy Policy.

9. International Data Transfers

Your information may be transferred to and processed in countries other than your own, including the United States, where our servers and service providers are located. These countries may have different data protection laws than your jurisdiction.

When we transfer your personal information internationally, we implement appropriate safeguards to ensure your information receives adequate protection, including:

- Standard contractual clauses approved by relevant authorities
 - Adequacy decisions recognizing equivalent protection levels
 - Certification schemes and codes of conduct
 - Binding corporate rules for intra-group transfers
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10. Privacy Policy Updates

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. When we make changes, we will:

- Update the "Last Updated" date at the top of this Privacy Policy
- Notify you of material changes through email or website notices
- Provide a reasonable notice period before changes take effect
- Maintain previous versions for your reference when requested

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information. Your continued use of our services after any changes indicates your acceptance of the updated Privacy Policy.

11. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

SmokeFree.com Privacy Team

Email: lucystill@hotmail.com

Mailing Address: Lower Park Road, Hastings, East Sussex, TN34 2LD, UK

Phone: 07816325196

Response Time: We aim to respond to all privacy inquiries within 30 days.

Data Protection Officer: For users in the European Union, you may also contact our Data Protection Officer at dpo@smokefree.com for privacy-related matters.

Regulatory Complaints: If you believe we have not addressed your privacy concerns adequately, you have the right to lodge a complaint with your local data protection authority.

Thank you for trusting SmokeFree.com with your personal information. We are committed to supporting your journey to become smoke-free while protecting your privacy every step of the way.