Privacy Policy

January 2025

We are strongly committed to protecting the privacy of your personal information. The policies below are applicable to dlfisher.com and all email newsletters published by dlfisher.com (collectively, "dlfisher.com" or "Site"). We have established this privacy policy ("Privacy Policy") to let you know the kinds of personal information we may gather, why we gather your information, what we use your personal information for, when we might disclose your personal information, and how you can manage your personal information.

Please be advised that the practices described in this Privacy Policy apply only to information gathered online at dlfisher.com. It does not apply to information that you may submit to us offline, or to Sites maintained by other companies or organizations to which we may link or who may link to us.

By visiting our site, you are accepting the practices described in our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the site. We reserve the right to modify or amend the terms of our Privacy Policy from time to time without notice. Your continued use of our site following the posting of changes to these terms will mean you accept those changes. If we intend to apply the modifications or amendments to this Privacy Policy retroactively, we will provide you with notice of the modifications or amendments.

If you have any questions about this Privacy Policy or don't see your concerns addressed here, you should contact us by email at the email address listed below.

Controllers of Personal Information
Any personal information provided to or to be gathered by dlfisher.com is controlled by us.

What Information about me is collected and stored?
We collect cookies to analyze certain types of information about usage of the Site.

How do we use your Information?
We use automated technologies to collect and analyze certain types of information we consider to be non-personal information, including: (a) information related to the devices you use to access or interact with our Site, such as: IP addresses, geolocation information, unique device identifiers and other information about your mobile phone or other mobile device(s), browser type, browser language; and (b) information related to the ways in which you interact with the Site, such as: referring and exit pages and URLs, platform type, the number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time you used the Site, and other similar information. Read more about our use of cookies and non-personal information below.

Use of Cookies
A cookie is a small file of letters and numbers that is placed on your browser, hard drive, or memory of your device when you use Site. We use these technologies to analyze the usage of the Site. We use cookies or other tracking technologies that are:

- Analytical/Performance cookies. They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. More information on Google Analytics below.
- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website.

Most browsers automatically accept cookies, but you can modify your browser setting to decline cookies by visiting the Help portion of your browser's toolbar.

Google Analytics
The Site uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

You can prevent cookies from being stored via the relevant setting in your browser software. Furthermore, you can prevent the data created by the cookie based on your use of the website (incl. your IP address) from being collected by Google and such data from being processed by Google by downloading and installing the browser plugin that is available via the following link: https://tools.google.com/dlpage/gaoptout

Further information about the handling of user information by Google Analytics can be found in Google's Privacy Policy: https://support.google.com/analytics/answer/6004245

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dlfisher.com
dlfisherthrillers@yahoo.com
mailing address c/o xuni.com
P.O. Box 18714
Golden, CO 80402