

We only collect Personal Data from you, such as first and last name, phone number, e-mail, when you register to receive information. We collect data about your activities that does not personally or directly identify you when you visit our website, or the websites and online services where we display advertisements. This information may include the content you view, the date and time that you view this content, the products you purchase, or your location information associated with your IP address. We use the information we collect to serve you more relevant advertisements (referred to as "Retargeting"). We collect information about where you saw the ads we serve you and what ads you clicked on.

As you browse <http://www.heartlandcochrane.com> online ad networks we work with may place anonymous cookies on your computer, and use similar technologies, in order to understand your interests based on your (anonymous) online activities, and thus to tailor more relevant ads to you. If you do not wish to receive such tailored advertising, you can visit this [page](#) to opt out of most companies that engage in such advertising. (This will not prevent you from seeing ads; the ads simply will not be delivered through these targeting methods.)

We do not target ads to you based on sensitive personal data, such as information related to race or ethnic origin, political opinions, religious beliefs or other beliefs of a similar nature, trade union membership, physical or mental health or condition or sexual life. We may target ads based on data provided by Advertisers or partners alone or in combination with the data we collect ourselves. Any data used to serve targeted advertisements is de-identified and is not used to personally or directly identify you.

In order to allow us to reach the best inventory online, we work with third party advertising companies (our "Advertising Partners") to help us recognize you and serve relevant advertisements to you when you visit a website or online service in their network. We also work with Advertising Partners who help us recognize you across different devices in order to show you relevant advertisements. Our Advertising Partners may collect information about your activities on our website, and other websites or online services in their networks. We also work with third party companies to assist us with website analytics such as evaluating the use and operation of our website so that we can continue to enhance the website and our services.

We and our third party partners use session cookies and persistent cookies to make it easier for you to navigate and enhance the experience of our site, and to monitor and evaluate our website's operation and use.

To modify or delete your personal information, or to opt out of future communications, please contact us here:

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