

Silver Sirens Privacy Policy

Last Updated: January 13, 2025

We recommend that you read this Privacy Policy carefully before using this site. The website or micro-website you have entered is owned and operated by Silver Sirens. At Silver Sirens, accessible at www.silversirens.org, one of our main priorities is the privacy of our visitors. This Privacy Policy outlines the types of information collected and recorded by Silver Sirens, how we use it, and your rights regarding your data.

If you have additional questions or require more information about this Privacy Policy, do not hesitate to contact us at admin@silversirens.org.

By using the Silver Sirens website, you agree to the terms outlined in this Privacy Policy.

What Information We Collect

Silver Sirens collects information to enhance user experiences, provide services, and improve website functionality. Types of information include:

- **Log Files:** Collect standard data such as IP addresses, browser types, and ISP details for analytics.
 - **Cookies and Tracking Technologies:** Store preferences and track visitor behavior for personalization.
 - **Personal Data:** Information provided voluntarily, such as names, email addresses, and preferences.
-

Cookies and Tracking Technologies

Silver Sirens uses cookies to optimize user experience and track activity on our website. These cookies help us understand user preferences, improve site functionality, and support marketing efforts.

Types of Cookies Used

1. **Necessary Cookies:** Essential for site functionality, such as navigation and security.
2. **Performance Cookies:** Collect anonymous data to analyze website usage and improve performance.
3. **Functional Cookies:** Remember your preferences (e.g., language settings) to enhance your user experience.
4. **Targeting and Advertising Cookies:** Collect data about your browsing habits to provide personalized advertising, including retargeting.

Cookie Consent Management

When you first visit our site, a cookie consent banner will appear. By clicking "Accept" or continuing to browse, you consent to the use of cookies for the purposes described in this policy.

You can withdraw your consent or manage cookie preferences by:

- Adjusting browser settings to disable cookies.
 - Using cookie management tools provided on our site.
-

Advertising and Meta Data Use

Silver Sirens utilizes tools provided by Meta (formerly Facebook), such as the Meta Pixel, to deliver personalized advertising experiences. These tools allow us to:

- Track interactions on our site and across other websites.
- Deliver ads tailored to your interests based on browsing behavior.
- Measure the effectiveness of our advertising campaigns.

Meta may use anonymized or aggregated data, such as browsing activity and hashed email addresses, for these purposes. Meta processes this data in accordance with their [Data Policy](#).

Opt-Out for Personalized Ads

You have the right to control how your data is used for personalized advertising:

- Meta Ad Preferences: Visit [Ad Preferences](#) to manage your preferences or opt out of interest-based ads.
- Browser Settings: Adjust your browser to disable cookies or use tools like [YourAdChoices](#).
- Mobile Devices: Enable privacy settings, such as "Limit Ad Tracking" on iOS or "Opt-Out of Ads Personalization" on Android.

For additional details on managing cookies and advertising preferences, refer to Meta's [Privacy Policy](#).

Disclaimer

Silver Sirens is an independent organization and is not affiliated with, endorsed by, or sponsored by Meta Platforms, Inc. (formerly Facebook, Inc.). While we use Meta's advertising tools to enhance our marketing efforts, the inclusion of these tools does not imply any endorsement or partnership by Meta.

Purpose of Personal Data Collection

Silver Sirens collects and processes personal data for the following purposes:

- To communicate and maintain relationships with visitors.
 - To respond to inquiries.
 - To improve services and inform users of updates.
 - To inform users of promotional events.
 - To manage newsletter subscriptions.
-

Your Data Protection Rights

Residents of the European Economic Area (EEA) have the right to:

- Access, update, or delete their information.
- Rectify inaccurate data.
- Object to data processing.
- Restrict processing.
- Data portability.
- Withdraw consent.

To exercise your rights, please contact us at admin@silversirens.org.

Children's Privacy

Silver Sirens does not knowingly collect any personal information from children under the age of 13. If you believe your child has provided personal information on our website, please contact us immediately at admin@silversirens.org.

Upon notification, we will take prompt steps to delete such information from our records. We encourage parents and guardians to monitor their children's online activities and ensure a safe browsing experience.

If we need to rely on consent as a legal basis for processing a child's data, and your country requires parental consent, we may require a parent or guardian to provide explicit consent before collecting any data.

Data Security

Silver Sirens uses industry-standard security measures, such as encryption, firewalls, and access controls, to protect personal data from unauthorized access or misuse.

Changes to This Privacy Policy

Silver Sirens is committed to notifying users of significant changes to the Privacy Policy via email or a prominent notice on our website, rather than relying solely on periodic user checks.

Contact Us

If you have any questions about this Privacy Policy or wish to exercise your data protection rights, contact us at: admin@silversirens.org.