

Privacy Policy & Terms of Use of the Web Site.

This Privacy Policy describes the manner in which Marcus Goncalves handles personal information collected in connection with its public web site, www.marcusgoncalves.com. This Policy has been established to protect the content of the web site, including all information provided by users of the web site, from unauthorized access, disclosure, or release.

1. What information do we collect?

This website does not sell information to, or is affiliated with third party websites. The information is owned by Prof. Marcus Goncalves. Any information that you provide him for the purpose of subscribing to the blog, comments on articles, book reviews, or filling out the contact form with your private information (e-mail, job function, name, telephone number and address) will not be shared with third parties. Marcus Goncalves may collect, store and use the personal information you provided for his professional purposes. Requests for consulting, speaking, or media interviews may be responded via e-mail, or telephone. To respond to the visitor's request, this information may be shared with employees, partners, and subcontractors of Marcus Goncalves.

2. Cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser, and stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser. We may elect to use session cookies, but they can be deleted from your computer when you close

your browser. You may also adjust your browser to not accept any cookies from our site.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.]

3. Log Files

Like most standard web servers we use log files and outside services to collect usage information. No personally identifiable information is collected in this process. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. Our objective is to monitor the quality of the user experiences on the Web site. IP addresses, and other log information, are not linked to personally identifiable information.

4. Security of your personal information

We will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall- protected) servers. All electronic transactions you make to or receive from us will be encrypted [using SSL technology].

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

5. Legal Disclaimers

Marcus Goncalves reserves the right to disclose personal information if required by law enforcement authorities, subpoena or other court order, or other governmental authority, and (to the extent permitted by law and the Safe Harbor principles) to the extent necessary to protect the legal rights and personal safety of Marcus Goncalves and its employees and agents.

6. Links

The Web site may contain links to other sites owned and operated by third parties. These sites may have privacy policies that differ from this site. This Policy applies solely to information collected by the Web site.

7. Terms of use

Users of marcusgoncalves.com may view, print and distribute the materials on the website for the purpose of general information, or non- commercial purposes. Any copy of the materials must include proper referencing and notices to the author.

This web site intends to give a general representation of Marcus Goncalves' work and life, and by no means intends to give an exhaustive treatment of the subjects mentioned on this website.

The web site leads to resources maintained by third parties over whom Marcus Goncalves and marcusgoncalves.com has no control. Marcusgoncalves.com makes no representations or warranties as to the accuracy of, or any other aspect relating to, those resources.