

## **Privacy Policy (“Policy”)**

We realize the sensitive nature of the information you provide to us. This Privacy Policy describes how we collect and use information. This “Policy” applies to the Company's information collection (a) on the Company's website(s), (b) on various third-party websites, and (c) to Company's other information collection practices.

By using this website, you signify your acceptance of this “Policy”. If you do not agree to the “Policy”, please do not use this site. Your use of this site following the posting of any changes means that you accept those changes. This “Policy” shall be maintained in conformity with any and all applicable privacy related laws and regulations. If you have questions about this “Policy”, please contact us. The Company reserves the right to update this policy from time to time, so you should review this “Policy” frequently.

### **1).COLLECTION OF INFORMATION**

#### **Individual Information**

As used herein, "Individual Information" means Survey Information, Third-Party Survey Information, Other Information, Technology Information, Outside Information, and any other information the Company may gather or receive about individuals.

#### **No Information Collected from Children**

The Company's products and services do not solicit information or target information of any kind to children under the age of 13. The Company will not knowingly collect any personal information about children under the age of 13. It is possible by fraud or deception we may receive information pertaining to children under the age of 13. If the Company obtains actual knowledge that it has collected personal information about a child under the age of 13, that information will be immediately deleted from its database. Because it does not collect such information, the Company has no such information to use or to disclose to third parties. The Company has designed this policy in order to comply with the Children's Online Privacy Protection Act ("COPPA").

#### **Cookies, Web Tracking, and Other Technology**

The Company may use cookies web beacon technology to associate certain Internet-related information about an individual with information about the individual. This information includes but is not limited to your IP address, the date and time you access a site, the URL that you just came from, which URL you go to next, which browser you are using and which operating system you are using. Additionally, the Company may use other new and evolving sources of information in the future (together, "Technology Information"). As a result, Company strongly encourages individuals to revisit this “Policy” for any updates regarding its use of technology.

(a) Cookies. A cookie is a small amount of data stored on the hard drive of the individual's computer that allows Company to identify the individual with his or her corresponding data that resides in Company's database. We may use cookie technology to improve your experience, remember your preferences and customize the content you see, or authenticate your web access by you. Individuals who use our website(s) may need to accept cookies in order to use all of the features and functionality of the website(s).

(b) Web Tracking; or similar action tagging is programming code that can be used to transfer an individual's unique user identification (often in the form of a cookie) to a database and associate the individual with previously acquired information about an individual in a database. The type of information collected includes the frequency, duration, and pages viewed by visitors, and the time on a page, their operating system, browser size, type, version and connection speed. By supplementing its records, this information helps it learn things like what pages are most attractive to its visitors, which of its products most interest its customers, and what kinds of offers its customers like to see. Although the marketing company logs the information coming from its site on its behalf, the Company controls how that data may and may not be used.(i.e. google.com)

#### **Payment Processing Information (“PPI”)**

The Company may in certain cases collect Credit Card, Debit Card, Checking and Bank Account; numbers, or other similar payment processing related information, such as the expiration date of a credit card when an individual places an order from Company. When (PPI) is submitted to the Company, such information is encrypted and is protected with SSL encryption software or other similar; or greater safeguards. The Company will use the (PPI) for the purpose of processing and completing your transaction, and the (PPI) will be disclosed to Third Parties only as necessary to complete your transaction. (PPI) is not included in the definition of "Individual Information" and is not shared with Third Parties. Specific opt-in requirements for sharing of financial information under various state laws do not apply.

#### **Other Information**

The Company may obtain other information in situations including, but not limited to (1) when an individual is making a claim for a prize or seeking to redeem an incentive offered by the Company or by a third-party, (2) when an individual requests assistance through Company's or affiliate customer service department, or (3) when an individual voluntarily subscribes to a Company service or newsletter (together, "Other Information"). The Company may also receive information about individuals from third-parties or from other sources outside of the Company including information located in public databases ("Outside Information").

### **Survey Information**

The Company collects information from individuals when they voluntarily complete a Company survey, order form, or registration page(s) either online, in person, by mail or other similar means (collectively, a "Survey").

### **Third-Party List Information**

The Company may collect information from individuals when they provide information to a third-party, and the Company may subsequently purchase, license, or otherwise acquire information from the third-party ("Third-Party Seller"). Such purchased information may include, but is not limited to, Survey information ("Third-Party Survey Information"). When acquiring Third-Party Survey Information, the Company seeks assurances from the Third-Party Seller that the Third-Party Seller has a right to transfer the Third Party Survey Information to the Company and that the Third-Party Seller has a right to provide offers from advertisers to the individual(s) included on the Third-Party Seller's list(s).

## 2). USE OF INDIVIDUAL INFORMATION

### **Discretion to Use Information**

The company may use individual information for any legally permissible purpose in the Company's sole discretion. The Company may use Individual Information to provide promotional offers to individuals by means of email advertising, direct mail marketing, online banner advertising, and package stuffers, among other possible uses.

### **Email**

The Company uses Individual Information to provide promotional offers by email to individuals. If email recipients wish to end their email subscription, they may do so as described below. In certain commercial email messages sent by Company, an advertiser's name will appear in the "From:" line, but hitting the "Reply" button will cause a reply email to be sent to Company. The "Subject:" line of Company email messages will usually contain a line provided from the advertiser to Company. The subject line will not usually contain phrases such as "ADV:" or "ADVERTISEMENT". The Company only sends email to individuals who have agreed on its websites to receive email from the Company or to individuals who have agreed on third-party websites to receive email from third-parties such as Company. The Company does not send unsolicited email messages. As a result, statutes requiring certain formatting for unsolicited email are not applicable to Company's email messages.

### **Storage of Individual Information**

The Company stores the Individual Information in a database on Company computers. Our computers and networks have security measures (such as a firewall and monitoring) in place to protect against the loss, misuse, and alteration of the information under Company's control. Notwithstanding such measures, even the most robust security systems are not foolproof and the Company cannot guarantee that security measures will prevent the Company computers or networks from being illegally accessed, and the Individual Information on them stolen or altered.

### **Notification of Privacy Policy Changes**

The Company's business is always changing and the Privacy Policy may change as well. The Company will post the changes here so its' users are always aware of what information is collected, how it is used, and under what circumstances, if any, it may be disclosed.

## 3). DISSEMINATION OF INDIVIDUAL INFORMATION

### **Transfer to Affiliates or Third-Parties**

The company may transfer Individual Information to affiliates or third parties for any purpose in the Company's sole discretion. The Company will transfer Individual Information to third parties when necessary to provide product(s) or service(s) that a person orders from such third-party while using Company website(s) or when responding to offers provided by Company.

### **Other**

The Company may disclose Individual Information to respond to subpoenas, court orders, regulatory requests and other legal process. The Company may also disclose or exchange Individual Information with other companies for fraud protection and credit risk reduction. The Company may disclose Individual Information to protect or defend the rights or property of the Company or its website(s), its products, or services, the personal safety of its employees or in urgent circumstances, the safety of members of the public. The Company's website(s) may at times be located in the United States or traverse its' boundaries. If you are located in the European Union or anywhere outside the United States, any information you provide may be transferred to the United States. Your use of our website(s) means that you consent to such transfers.

#### 4). PRIVACY PRACTICES OF THIRD PARTIES

##### **Advertiser cookies and web tracking**

Advertising agencies, advertising networks, and other companies (collectively and individually, "Advertisers") who place advertisements on websites and on the Internet generally may use their own cookies, web tracking, and other technology to collect information. The Company does not control Advertisers' use of such technology, and the Company has no responsibility for the use of such technology to gather information about individuals.

##### **Links**

The Company website(s) and email messages sometimes contain hypertext links to the web sites of third parties. The Company is not responsible or liable for the privacy practices or the content of such other website(s).