

## **Privacy Policy**

Your privacy and your security are extremely important to us. This section describes how we collect information from you, what we do with it, and how we protect it.

### **Security**

Whenever, you make a purchase at our websites ("Website"), your payment information is encrypted and secured. We use Secure Sockets Layer (SSL) technology and no credit card information is stored once it is processed. It is also encrypted (translated into a special code that cannot be read by anyone except the intended recipient) during transmission and then it is destroyed. SSL also confirms the identity of the server and tells us that the message arrived safely. This is the most secure system available and offers the strongest possible deterrent against fraud and hackers. In addition, the Company has implemented standard operating procedures which ensure that our servers can only be accessed by authorized personnel on a strict "need to know" basis.

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### **Shopper Information**

The information we collect from you when you make a purchase through our Website is the minimum required to process an order and to make sure it arrives at its destination safely. This can include: Name; Address; Telephone number; Email address; Purchasing information; and Credit Card information.

### **Promotional Messages**

The Company periodically sends out promotional messages to Shoppers. Generally, these will be great offers on selected merchandise currently featured on the Website. If you decide that you do not want to, or wish to stop receiving them, you can easily "unsubscribe" from the mailing list by following the instructions at the bottom of any of the messages and you will be promptly removed from the list. If you have requested to receive such messages from us, you have consented to our sharing your name and email address to third parties.

### **Cookies**

Our Website may utilize "cookies" which, if you allow their use, store small amounts of data on your computer when you visit the Site. Cookies assist us in tracking which features of the Website you like best. Therefore, cookies enable us to customize our content according to your preferences. You have the ability to accept or decline cookies by modifying your browser settings. Our Website is viewable even if you disable the cookie function on your browser. However, if you disable cookies, main functionality like account login and checkout will not work.

### **Access to Personal Information by Companies that Work with Us**

Some of our operations, such as our electronic commerce, may be managed by service providers who are unaffiliated companies. These companies may share personal information with their affiliates and with service providers whom they engage to perform services related to our Website or the operation of our business. Examples of these services include payment processing and authorization, fraud protection and credit risk reduction, product customization, order fulfillment and shipping, marketing and promotional material distribution, website evaluation, data analysis and, where applicable, data cleansing. These companies may have access to your personal information on a confidential basis only to the extent necessary to perform their functions. In no event will we authorize these companies to use your personal information for any reason other than to provide you with those specific services. If your purchases are being shipped to you, your

shipping information will be shared with our delivery service providers. Our delivery service providers have been advised not to use your personal information for any purpose other than making the delivery.

**Sale of Business:**

In the event that we or some of our assets are sold or transferred or used as security, your personal information may be transferred to third parties as part of that transaction.

**Exceptions**

While we in good faith, have no intention of sharing your private information with any third parties, in the rare event that a government or law enforcement agency has cause to demand it and we are required by law to provide it, we will of course cooperate with such agencies. We also reserve the right to use personally identifiable information in special circumstances where it is necessary to enforce any of the terms of this agreement.

**Privacy Policy and Outside Links:**

This Privacy Policy only applies to the Site. Our Website may include links to the websites of our business partners, vendors and advertisers. These other sites are outside of our control. Please be aware that these websites may collect information about you, and operate according to their own privacy practices which may differ from those contained in our Privacy Policy. Remember to consult that website's own privacy policy, as once you are outside the Site, any information you submit is no longer in our control.

**Privacy Policy Modifications:**

From time to time we may modify or amend this Privacy Policy in order to comply with new laws or regulations or to reflect future changes in our business practices. Any changes in our policies will be communicated in this page so please check back on occasion. We also may post a notice on our Website or send an email describing the changes.