# **Privacy Policy**

#### What information do we collect?

We collect information from you when you register on our site, subscribe to our newsletter, respond to a survey, fill out a form or make a donation. When ordering or registering on our site, as appropriate, you may be asked to enter your: name, e-mail address, mailing address or credit card information. You may visit our site anonymously, however.

# What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience.
  - Your information helps us to better respond to your individual needs.
- To improve our website.
  - We continually strive to improve our website offerings based on the information and feedback we receive from you).
- To administer a contest, promotion, survey or other site feature.
- To send periodic e-mails.

The e-mail address you provide for order processing will be used only to send you information and updates pertaining to your order. If at any time you would like to unsubscribe from receiving future e-mails, we include detailed unsubscribe instructions at the bottom of each e-mail.

# How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit or access your personal information. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our payment gateway providers database only to be accessible by those authorized with special access rights to such systems and are required to keep the information confidential.

After a transaction, your private information (credit cards, Social Security numbers, financials, etc.) will not be stored on our servers.

#### Do we use cookies?

Yes. (Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.)

We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

# Do we disclose any information to outside parties?

We do not sell, trade or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business or servicing you, so long as those parties agree to keep this information confidential. We also may release your information when we believe release is appropriate to comply with the law, enforce our site policies or protect ours or others' rights, property or safety. Non-personally identifiable visitor information may be provided to other parties for marketing, advertising or other uses.

# Third-party links

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

# California Online Privacy Protection Act Compliance

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

As part of the California Online Privacy Protection Act, all users of our site may make any changes to their information at anytime by logging into their control panel and going to the "My Profile" page.

# **Childrens Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), and we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

# **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

#### **Your Consent**

By using our site, you consent to our website's privacy policy.

# **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page.

# **Contacting Us**

To ask questions regarding this privacy policy, you may contact us using the information below.

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