**Privacy Policy**

*[****Overview****: In a privacy policy, the vendor of a website or an online service explains what it will and won’t do with users’ private information. In general, any website or online service that collects personally identifiable information should have a privacy policy. Personally identifiable information (PII) refers to any information that could be used to identify an individual, or to contact or locate and individual. Website or online service that post their operators’ e-mail address should have privacy policies, even if they collect no information. Users could send e-mail, thus revealing personally identifiable information.*

*The United States has no unified set of laws governing privacy. Instead, we have confusing array of federal and state statues. Adding to the mix are the European, Canadian and other foreign regulations which may govern vendors serving foreign customers. So there is a fair chance that a law requiring privacy policy may apply to your site or service. Even if not, you should consider a privacy policy to limit your liability.]*

Effective Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

We collect certain information through our website, located at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (our “Website”), including through the products and services provided at the Website. This page (this “Privacy Policy”) lays out our policies and procedures surrounding the collection and handling of any such information that identifies an individual user or that could be used to contact or locate him or her (“Personal Identifiable Information” or “PII”).

This Privacy Policy applies only to our Website and to the products and services provided through our Website. It does not apply to any third-party site or service linked to our Website or recommended or referred by our Website, through our products or services, or by our staff. And it does not apply to any other website, product, or service operated by our company, or to any of our offline activities.

A. PII We Collect

We collect the following Personally Identifiable Information from users who buy or products or services: name, e-mail address, telephone number, address, and credit card number.

We also use “cookies” to collect certain information from all users, including Web visitors who don’t buy anything through our Website. A cookie is a string of date our system sends to your computer and then uses to identify your computer when you return to our Website. Cookies give us usage data, like how often you visit, where you go at the site, and what you do.

B. Our use of PII

We use your Personally Identifiable Information to create your account, to communicate with you about products and services you’ve purchased, to offer you additional products and services, and to bill you. We also use the information to the extent necessary to enforce our Website terms of service and to prevent imminent harm to persons or property.

We use cookies so that our Website can remember you and provide you with the information you’re mostly likely need. For instance, when you return to our Website, cookies identify you and prompt the site to provide your username (not your password) so you can sign in more quickly. Cookies also allow our Website to remind you of your past purchase and to suggest similar products and services. Finally, we use information gained through cookies to compile statistical information about use of our Website, such as the time users spend at the site and the pages they visit most often. Those statistics do not include PII.

C. Protection of PII

We employ the following data security tools to protect Personally Identifiable Information: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Unfortunately, even with these measures, we cannot guarantee the security of PII. By using our Website, you acknowledged and agree that we make no such guarantee, and that you use our Website at your own risk.

D. Contractor and Other Third-Party Access to PII

We give certain independent contractors access to Personally Identifiable Information. Those contractors assist us with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, All those contractors are required to sign contracts in which they promise to protect PII using procedures reasonably similar to ours. (Users are not third-party beneficiaries of those contracts.) We also disclose PII to attorneys, collection agencies, or law enforcement authorities to address potential AUP violations, other contract violations, or illegal behavior. And we disclose any information demanded in a court order or otherwise required by law or to prevent imminent harm to persons or property. Finally, we may share PII in connection with corporate transaction, like a merger or sale of our company, or sale of all or substantially all of our assets or of the product or service line you received from us, or a bankruptcy.

As noted above, we compile Website usage statistics from data collected through cookies. We may publish those statistics or share them with third parties, but they don’t include PII. Except as set forth in this Privacy Policy, we do not share PII with third-parties.

E. Accessing and Correcting Your PII

You can access and change any Personally Identifiable Information we store through your “My Account” page.

F. Amendment of This Privacy Policy

We may change this Privacy Policy at any time by posting a new version on this page or on a successor page. The new version will become effective on the date it’s posted, which will be listed at the top of the page as the new “Effective Date.”