

# Privacy Policy

## What information do we collect?

We collect information from you when you register on the site, place an order, enter any site promotions, respond to surveys, communication such as e-mail, or participate in other site features. When ordering or registering, we may ask for your name, e-mail address, mailing address, phone number, credit / debit card information or other information. You may, however, visit our site anonymously. Like many websites, we use “cookies” to enhance your experience and gather information about visitors and visits to our websites. Please refer below for information about cookies and how we use them.

## How do we use your information?

We may use the information we collect from you when you register, purchase products, enter a promotion, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your site experience and to allow us to deliver the type of content and products in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer a contest, promotion, survey or other site feature.
- If you have opted-in to receive our e-mail newsletter, we may send you periodic e-mails. If you would no longer like to receive promotional e-mail from us, please send us an email and in the subject type UNSUBSCRIBE.
- If you have not opted-in to receive e-mail newsletters, you will not receive these e-mails. Visitors who register or participate in other site features such as marketing programs and ‘members-only’ content will be given a choice whether they would like to be on our e-mail list and receive e-mail communications from us.

## How do we protect visitor information?

Firstly, your privacy is of paramount importance to us so we never disclose your information to third party organisations. We also implement a variety of security measures to maintain the safety of your contact information.

## Do we store your financial details?

No, we do not store your financial information.

### **Do we use “cookies”?**

Yes. Cookies are small files that a site or its service provider transfers to your computer’s hard drive through your Web browser (if you allow) that enables the site’s or service provider’s systems to recognize your browser and capture and remember certain information. They are used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us 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.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Netscape Navigator or Internet Explorer) settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you won’t have access to many features that make your site experience more efficient and some of our services will not function properly. However, you can still place orders over the telephone by contacting us.

### **Do we disclose the information we collect to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. We may also 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.

### **Third party links**

In an attempt to provide you with increased value, we may include third party links on our site. These linked 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 linked sites (including if a specific link does not work).

### **Changes to our policy**

If we decide to change our privacy policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change. This policy was last modified on 12<sup>th</sup> April 2017.

### **Questions and feedback**

We welcome your questions, comments, and concerns about privacy. Please send us any and all feedback pertaining to privacy, or any other issue.

**Online 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 privacy policy.